



JONATHAN E. FIELDING, M.D., M.P.H.
Director and Health Officer

CYNTHIA A. HARDING, M.P.H.
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BOARD OF SUPERVISORS

Gloria Molina
First District

Mark Ridley-Thomas
Second District

Zev Yaroslavsky
Third District

Don Knabe
Fourth District

Michael D. Antonovich
Fifth District

August 05, 2014

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

Dear Supervisors:

ADOPTED

BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES

18 August 5, 2014

Sachi A. Hamai
SACHI A. HAMAI
EXECUTIVE OFFICER

**APPROVAL TO EXECUTE ONE MASTER AGREEMENT WORK ORDER FOR THE PROVISION
OF MEDIA SERVICES FOR THE NUTRITION EDUCATION OBESITY PREVENTION PROGRAM
(ALL SUPERVISORIAL DISTRICTS) (3 VOTES)**

SUBJECT

Request approval to execute one Master Agreement Work Order for the provision of media services for the Nutrition Education Obesity Prevention Program.

IT IS RECOMMENDED THAT THE BOARD:

Authorize and instruct the Director of the Department of Public Health (DPH), or his designee, to execute a Master Agreement Work Order (MAWO), substantially similar to Exhibit I, with RadioWave Marketing and Promotions, LLC (RadioWave), for the provision of media services in the category of mechanicals for DPH's Nutrition Education Obesity Prevention (NEOP) Program, effective upon your Board's approval through September 30, 2014, at a total maximum obligation not to exceed \$1,044,191; 100 percent offset by a grant agreement from the California Department of Public Health (CDPH) funded by the United States Department of Agriculture (USDA), subject to review and approval by County Counsel, and notification to your Board and the Chief Executive Office (CEO).

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

Approval of Recommendation 1 will allow DPH to execute a MAWO with RadioWave, as a result of a competitive work order solicitation process, for the NEOP Program to place a public education media campaign and develop a media buy plan to promote healthy eating, active living, and healthy and safe environments among Los Angeles County residents. The target populations for the campaign are potential or current CalFresh recipients living at or below 130 percent of the Federal Poverty

Level (FPL), Spanish-dominant and English-speaking Latinos who are at or below 185 percent of the FPL, and African Americans who are at or below 185 percent of the FPL, as required by CDPH funding requirements for the NEOP Program. The media placement will be determined based upon census tract data for these target populations. The goal of the public education campaign is to educate and empower these targeted populations within Los Angeles County to select healthy foods and beverages, promote active living and increase physical activity for the purposes of increasing nutrition education and decreasing obesity within these populations.

Implementation of Strategic Plan Goals

The recommended action supports Goal 1, Operational Effectiveness/Fiscal Sustainability, and Goal 3, Integrated Services Delivery, of the County's Strategic Plan.

FISCAL IMPACT/FINANCING

The total maximum obligation for the NEOP Program MAWO with RadioWave shall not exceed \$1,044,191 for the term effective upon Board approval through September 30, 2014; 100 percent offset by a grant agreement from CDPH funded by the USDA.

There is no net County cost associated with this action.

Funding for the NEOP Program MAWO has been included in DPH's fiscal year (FY) 2014-15 Adopted Budget.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

On April 9, 2013, your Board authorized the execution of 17 Master Agreements for the provision of media services in one or more of the following categories: design and creating, mechanicals, social media, and outreach.

Additionally, your Board delegated authority to the Director of DPH, or his designee, to execute additional Master Agreements with other firms that submit a Statement of Qualifications which meets all of the requirements outlined in the initial Request for Statement of Qualifications released on October 12, 2012.

On April 14, 2014, your Board was notified that DPH was exercising the above-referenced delegated authority to execute eight additional Master Agreements for the provision of media services in one or more of the four categories.

Exhibit I is the MAWO approved by County Counsel.

CONTRACTING PROCESS

On April 9, 2013, your Board delegated authority to the Director of DPH, or his designee, to execute MAWOs under the Master Agreements with the following criteria for each MAWO: a) \$399,999 or less annually, DPH will notify your Board of the MAWO once approved by County Counsel; b) \$400,000 to \$699,999 annually, upon approval from County Counsel, DPH will provide two weeks advance written notice to your Board and, unless otherwise instructed, will execute the MAWO; and

c) \$700,000 or more annually, DPH will return to your Board for approval.

On May 8, 2014, DPH issued a Media Services – Mechanicals Master Agreement Work Order Solicitation (WOS) for the NEOP Program - WOS 2014-003. The WOS was released to 19 DPH Master Agreement Contractors qualified to provide media services in the category of mechanicals. Bidders' written questions were due by May 21, 2014. On June 4, 2014 DPH released Addendum Number 1 which contained the Bidder questions received by the due date and responses.

By the due date of 3:00 p.m. (Pacific Time) on June 17, 2014, DPH received five bids. One additional bid was received late. Pursuant to the selection criteria established in the WOS, two bids (including the bid received late) were disqualified. The successful Bidder, RadioWave, met all the requirements and submitted the lowest cost bid.

RadioWave requested and met the criteria to qualify as a Local Small Business Enterprise Bidder and was therefore granted the eight percent (8%) preference in the evaluation of its bid price.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

Approval of the recommended action will allow DPH to implement effective media campaigns promoting healthy eating and active living to families living in Los Angeles County.

Respectfully submitted,



JONATHAN E. FIELDING, M.D., M.P.H.

Director and Health Officer

JEF:nms
BL#02916

Enclosures

c: Chief Executive Officer
County Counsel
Executive Officer, Board of Supervisors

Master Agreement Number: PH-002589
Work Order Number: PH-002589-W1

COUNTY OF LOS ANGELES / DEPARTMENT OF PUBLIC HEALTH

MASTER AGREEMENT WORK ORDER

FOR

MEDIA SERVICES – MECHANICALS FOR THE NUTRITION EDUCATION OBESITY
PREVENTION (NEOP) PROGRAM

RADIOWAVE MARKETING AND PROMOTIONS LLC

This Master Agreement Work Order and Attachments made and entered into this _____ day of _____, 2014 by and between the County of Los Angeles, Department of Public Health, hereinafter referred to as County and RadioWave Marketing and Promotions LLC, hereinafter referred to as CONTRACTOR. CONTRACTOR is located at 3740 Moore Street, Los Angeles, California 90066.

RECITALS

WHEREAS, on April 9, 2013, the County of Los Angeles and CONTRACTOR, entered into Master Agreement Number PH-002589 to provide media services – mechanicals for the Department of Public Health; and

WHEREAS, on February 12, 2014, County and CONTRACTOR entered into Amendment Number 1 to Master Agreement Number PH-002589 to add Exhibit I, HEALTH INSURANCE PORTABILITY AND ACCOUNTABILITY ACT OF 1996 and to revise, amend, and/or delete and replace specific provisions as outlined in Amendment Number 1 to Master Agreement Number PH-002589;

WHEREAS, CONTRACTOR submitted a response to Work Order Solicitation No. 2014-003 released by the County on May 8, 2014 for media services - mechanicals; and

WHEREAS, CONTRACTOR is willing and able to provide the services described herein, in consideration of the payments under this MAWO and under the terms and conditions herein set forth; and

WHEREAS, all terms of the Master Agreement PH-002589 shall remain in full force and effect; and

NOW THEREFORE, in consideration of the mutual covenants contained herein, and for good and valuable consideration, the parties agree to the following:

1.0 APPLICABLE DOCUMENTS

Attachments A, B, C, D, and E are attached to and form a part of this Master Agreement Work Order (MAWO). In the event of any conflict or inconsistency in

the definition or interpretation of any work, responsibility, schedule, or the contents or description of any task, deliverable, goods, service, or other work, or otherwise between the base Contract and the Attachments, or between Attachments, such conflict or inconsistency shall be resolved by giving precedence first to the Master Agreement, MAWO, and then to the Attachments according to the following priority.

Standard Attachments:

1.1 Attachment A - Description of Services (Intentionally Omitted)

1.2 Attachment B - Statement of Work (SOW)

1.3 Attachment C - Budget

1.4 Attachment D - Required Exhibits Before Each Work Order Begins

Exhibit D1: Certification of Employee Status

Exhibit D2: Certification of No Conflict Of Interest

Exhibit D3: Contractor Acknowledgement, Confidentiality, and Copyright Assignment Agreement

Exhibit D4: Contractor Employee Acknowledgement, Confidentiality, and Copyright Assignment Agreement, or

Exhibit D4: Contractor Non-Employee Acknowledgement, Confidentiality, and Copyright Assignment Agreement

Exhibit D5: Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion – Lower Tier Covered Transactions (45 C.F.R. Part 76) (As Applicable)

1.5 Attachment E - Charitable Contributions Certification

2.0 WORK

2.1 Pursuant to the provisions of this work order, the CONTRACTOR shall fully perform, complete and deliver on time, all tasks, deliverables, services and other work as set forth in Attachment B, SOW, and shall constitute the complete and exclusive statement of understanding between the parties, which supersedes all previous agreements, written or oral, and all communications between the parties relating to the subject matter of this work order.

3.0 TERM OF MASTER AGREEMENT WORK ORDER

The term of this MAWO shall be effective upon date of Board approval and continue in full force and effect through September 30, 2014, unless sooner terminated or extended, in whole or in part, as provided in this MAWO.

4.0 CONTRACT RATES

CONTRACTOR shall provide media services at the specified rates in Attachment C, Budget. CONTRACTOR shall not add or replace services or personnel without the prior written permission of the County Project Director or his designee.

5.0 CONTRACTOR BUDGET AND EXPENDITURES REDUCTION FLEXIBILITY

In order for County to maintain flexibility with regards to budget and expenditure reductions, CONTRACTOR agrees that Director may cancel this MAWO, without cause, upon the giving of ten (10) calendar days written notice to CONTRACTOR. In the alternative to cancellation, Director may, consistent with federal, State, and/or County budget reductions, renegotiate the scope/description of work, maximum obligation, and budget of this MAWO via written Amendment. To implement such, an Amendment to the MAWO shall be prepared by Director and executed by the CONTRACTOR and by the Director pursuant to Master Agreement, Paragraph 8.0, Standard Terms and Conditions, sub-paragraph 8.1.5.

6.0 FUNDING SOURCE

Provision of services under this MAWO for the NEOP Program are 100 percent offset by Grant Agreement Number 12-10170 from the California Department of Public Health (CDPH) funded by the United States Department of Agriculture (USDA).

7.0 MAXIMUM TOTAL COST AND PAYMENT

7.1 The Maximum Total Cost that County will pay CONTRACTOR for all Services to be provided under this MAWO for media services – mechanicals shall not exceed the amount of One Million Forty-Four Thousand One Hundred Ninety-One Dollars (\$1,044,191) for the period of performance commencing effective on the date of Board approval through September 30, 2014, unless otherwise revised or amended under the terms of this MAWO.

7.2 County agrees to compensate CONTRACTOR in accordance with the payment structure set forth in Attachment C, Budget attached hereto and incorporated herein by reference.

7.3 CONTRACTOR shall satisfactorily perform and complete all required Services in accordance with Attachment B, SOW, notwithstanding the fact that total payment from County shall not exceed the Total Maximum Amount. Performance of services as used in this Paragraph includes time spent performing any of the service activities designated in the Attachment(s) including, but not limited to, any time spent on the preparation for such activities.

- 7.4 All invoices submitted by CONTRACTOR for payment must be submitted for approval to the County Project Manager, or her designee; no later than thirty (30) calendar days after month end.
- 7.5 Upon expiration or prior termination of this MAWO, CONTRACTOR shall submit to County Project Manager, within thirty (30) calendar days, any outstanding and/or final invoice(s) for processing and payment. CONTRACTOR's failure to submit any outstanding and/or final invoices to the County Project Manager within the specified period described above shall constitute CONTRACTOR's waiver to receive payment for any outstanding and/or final invoices.
- 7.6 The Director of DPH, or his designee, may execute Administrative Amendments to the MAWO that a) extend the MAWO under the same terms and conditions; b) rollover unspent MAWO funds; c) provide an internal reallocation of funds between budgets in each term's annual base maximum obligation; d) increase or decrease funding in each term's annual base maximum obligation, according to with the following criteria: a) \$399,999 or less annually, DPH will notify the Board of the MAWO Administrative Amendment, once approved by County Counsel; b) \$400,000 to \$699,999 annually, upon approval from County Counsel, DPH will provide two weeks advance written notice to the Board and, unless otherwise instructed, will execute Amendment; c) \$700,000 or more annually, DPH will return to the Board for approval; and d) make corresponding service adjustments, as necessary, contingent upon the availability of funds, subject to review and approval by County Counsel, and notification to the Board and Chief Executive Office. All Administrative Amendments shall be prepared by the Director of DPH, or his designee, executed by the Contractor and Director or his designee as authorized by the Board, and incorporated into and become part of this MAWO.
- 7.7 The Director of DPH, or his designee, may execute Change Notices to the MAWO that a) permit modifications to or within budget categories within each Budget, as reflected in Attachment C, up to an adjustment between all budget categories equal to 20 percent of each term's annual base maximum obligation, and corresponding adjustments of the SOW tasks and activities; b) allow for changes to hours of operation and/or service locations and c) correct errors in the MAWO's term and conditions. A written Change Notice shall be signed by the Director, or his designee, and Contractor, as authorized by the Board, and incorporated into and become part of this MAWO.

8.0 CONFLICT OF INTEREST

- 8.1 CONTRACTOR shall comply with all conflict of interest laws, ordinances, and regulations now in effect or hereafter to be enacted during the term of this MAWO, further described in Master Agreement, Paragraph 8.9 Conflict

of Interest. Each of CONTRACTOR's staff assigned to this Work Order shall sign Exhibit D2, Certification of No Conflict of Interest form.

8.2 The CONTRACTOR shall comply with all conflict of interest laws, ordinances, and regulations now in effect or hereafter to be enacted during the term of this MAWO. The CONTRACTOR warrants that it is not now aware of any facts that create a conflict of interest. If the CONTRACTOR hereafter becomes aware of any facts that might reasonably be expected to create a conflict of interest, it shall immediately make full written disclosure of such facts to the County. Full written disclosure shall include, but is not limited to, identification of all personal implicated and a complete description of all relevant circumstances. Failure to comply with the provisions of this Paragraph shall be a material breach of the Master Agreement.

9.0 MANDATORY COMPLETION DATE

CONTRACTOR shall provide all deliverables no later than the Completion Date identified in the SOW, Attachment B. The CONTRACTOR shall ensure all Services have been performed by such date.

10.0 SERVICES

In accordance with Master Agreement Subparagraph 3.3, CONTRACTOR may not be paid for any task, deliverable, service, or other work that is not specified in this MAWO, and/or that utilizes personnel not specified in this MAWO, and/or that exceeds the Total Maximum Amount of this MAWO, and/or that goes beyond the expiration date of this MAWO.

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ALL TERMS OF THE MASTER AGREEMENT SHALL REMAIN IN FULL FORCE AND EFFECT. THE TERMS OF THE MASTER AGREEMENT SHALL GOVERN AND TAKE PRECEDENCE OVER ANY CONFLICTING TERMS AND/OR CONDITIONS IN THIS MAWO. NEITHER THE RATES NOR ANY OTHER SPECIFICATIONS IN THIS WORK ORDER ARE VALID OR BINDING IF THEY DO NOT COMPLY WITH THE TERMS AND CONDITIONS OF THE MASTER AGREEMENT. REGARDLESS OF ANY ORAL PROMISE MADE TO CONTRACTOR BY ANY COUNTY PERSONNEL WHATSOEVER.

COUNTY OF LOS ANGELES

APPROVED AS TO FORM:
BY THE OFFICE OF THE COUNTY
COUNSEL

By: _____
Cynthia Harding
Chief Deputy Director

Date: _____

CONTRACTOR

By: _____
RADIOWAVE MARKETING AND
PROMOTIONS LLC

Printed: _____

Title: _____

ATTACHMENT D
REQUIRED EXHIBITS BEFORE EACH WORK ORDER BEGINS

- D1 CERTIFICATION OF EMPLOYEE STATUS
- D2 CERTIFICATION OF NO CONFLICT OF INTEREST
- D3 CONTRACTOR ACKNOWLEDGEMENT, CONFIDENTIALITY, AND
COPYRIGHT ASSIGNMENT AGREEMENT
- D4 CONTRACTOR EMPLOYEE ACKNOWLEDGEMENT, CONFIDENTIALITY, AND
COPYRIGHT ASSIGNMENT AGREEMENT
- OR**
- D4 CONTRACTOR NON-EMPLOYEE ACKNOWLEDGEMENT,
CONFIDENTIALITY, AND COPYRIGHT ASSIGNMENT AGREEMENT
- D5 CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY
AND VOLUNTARY EXCLUSION – LOWER TIER COVERED TRANSACTIONS
(45 C.F.R. PART 76) (as applicable)

MEDIA SERVICES

MASTER AGREEMENT WORK ORDER

CERTIFICATION OF EMPLOYEE STATUS

(Note: This certification is to be executed and returned to County with Contractor's executed Work Order. Work cannot begin on the Work Order until County receives this executed document.)

RadioWave Marketing and Promotions LLC

Work Order No. PH-002589-W1

County Master Agreement No. PH-002589

I CERTIFY THAT: (1) I am an Authorized Official of Contractor; (2) the individual(s) named below is(are) this organization's employee(s); (3) applicable state and federal income tax, FICA, unemployment insurance premiums, and workers' compensation insurance premiums, in the correct amounts required by state and federal law, will be withheld as appropriate, and paid by Contractor for the individual(s) named below for the entire time period covered by the attached Work Order.

EMPLOYEES

1. _____
2. _____
3. _____
4. _____

I declare under penalty of perjury that the foregoing is true and correct.

Signature of Authorized Official

Printed Name of Authorized Official

Title of Authorized Official

Date

MEDIA SERVICES**MASTER AGREEMENT WORK ORDER****CERTIFICATION OF NO CONFLICT OF INTEREST**

(Note: This certification is to be executed and returned to County with Contractor's executed Work Order. Work cannot begin on the Work Order until County receives this executed document.)

RadioWave Marketing and Promotions LLC

Work Order No.: PH-002589-W1

County Master Agreement NO.: PH-002589

Los Angeles County Code Section 2.180.010.A provides as follows:

“Certain contracts prohibited.

- A. Notwithstanding any other section of this code, the county shall not contract with, and shall reject any bid or proposal submitted by, the persons or entities specified below, unless the board of supervisors finds that special circumstances exist which justify the approval of such contract:
1. Employees of the county or of public agencies for which the board of supervisors is the governing body;
 2. Profit-making firms or businesses in which employees described in subdivision 1 of subsection A serve as officers, principals, partners, or major shareholders;
 3. Persons who, within the immediately preceding 12 months, came within the provisions of subdivision 1 of subsection A, and who:
 - a. Were employed in positions of substantial responsibility in the area of service to be performed by the contract; or
 - b. Participated in any way in developing the contract or its service specifications; and
 4. Profit-making firms or businesses in which the former employees, described in subdivision 3 of subsection A, serve as officers, principals, partners, or major shareholders.”

Contractor hereby declares and certifies that no Contractor Personnel, nor any other person acting on Contractor's behalf, who prepared and/or participated in the preparation of the bid or proposal submitted for the Work Order specified above, is within the purview of County Code Section 2.180.010.A, above.

I declare under penalty of perjury that the foregoing is true and correct.

Signature of Authorized Official

Printed Name of Authorized Official

Title of Authorized Official

Date

CONTRACTOR ACKNOWLEDGEMENT, CONFIDENTIALITY, AND COPYRIGHT ASSIGNMENT AGREEMENT

Page 1 of 2

(Note: This certification is to be executed and returned to County with Contractor's executed Work Order. Work cannot begin on the Work Order until County receives this executed document.)

Contractor Name: RadioWave Marketing and Promotions LLC

Work Order No. PH-002589-W1

County Master Agreement No. PH-002589

GENERAL INFORMATION:

The Contractor referenced above has entered into a Master Agreement with the County of Los Angeles to provide certain services to the County. The County requires the Corporation to sign this Contractor Acknowledgement, Confidentiality, and Copyright Assignment Agreement.

CONTRACTOR ACKNOWLEDGEMENT:

Contractor understands and agrees that the Contractor employees, consultants, Outsourced Vendors and independent contractors (Contractor's Staff) that will provide services in the above referenced agreement are Contractor's sole responsibility. Contractor understands and agrees that Contractor's Staff must rely exclusively upon Contractor for payment of salary and any and all other benefits payable by virtue of Contractor's Staff's performance of work under the above-referenced Master Agreement.

Contractor understands and agrees that Contractor's Staff are not employees of the County of Los Angeles for any purpose whatsoever and that Contractor's Staff do not have and will not acquire any rights or benefits of any kind from the County of Los Angeles by virtue of my performance of work under the above-referenced Master Agreement. Contractor understands and agrees that Contractor's Staff will not acquire any rights or benefits from the County of Los Angeles pursuant to any agreement between any person or entity and the County of Los Angeles.

CONFIDENTIALITY AGREEMENT:

Contractor and Contractor's Staff may be involved with work pertaining to services provided by the County of Los Angeles and, if so, Contractor and Contractor's Staff may have access to confidential data and information pertaining to persons and/or entities receiving services from the County. In addition, Contractor and Contractor's Staff may also have access to proprietary information supplied by other vendors doing business with the County of Los Angeles. The County has a legal obligation to protect all such confidential data and information in its possession, especially data and information concerning health, criminal, and welfare recipient records. Contractor and Contractor's Staff understand that if they are involved in County work, the County must ensure that Contractor and Contractor's Staff, will protect the confidentiality of such data and information. Consequently, Contractor must sign this Confidentiality Agreement as a condition of work to be provided by Contractor's Staff for the County.

Contractor and Contractor's Staff hereby agrees that they will not divulge to any unauthorized person any data or information obtained while performing work pursuant to the above-referenced Master Agreement between Contractor and the County of Los Angeles. Contractor and Contractor's Staff agree to forward all requests for the release of any data or information received to County's Project Manager.

Contractor and Contractor's Staff agree to keep confidential all health, criminal, and welfare recipient records and all data and information pertaining to persons and/or entities receiving services from the County, design concepts, algorithms, programs, formats, documentation, Contractor proprietary information and all other original materials produced, created, or provided to Contractor and Contractor's Staff under the above-referenced Master Agreement. Contractor and Contractor's Staff agree to protect these confidential materials against disclosure to other than Contractor or County employees who have a need to know the information. Contractor and Contractor's Staff agree that if proprietary information supplied by other County vendors is provided to me during this employment, Contractor and Contractor's Staff shall keep such information confidential.

Contractor and Contractor's Staff agree to report any and all violations of this agreement by Contractor and Contractor's Staff and/or by any other person of whom Contractor and Contractor's Staff become aware.

Contractor and Contractor's Staff acknowledge that violation of this agreement may subject Contractor and Contractor's Staff to civil and/or criminal action and that the County of Los Angeles may seek all possible legal redress.

CONTRACTOR ACKNOWLEDGEMENT, CONFIDENTIALITY, AND COPYRIGHT ASSIGNMENT AGREEMENT

Page 2 of 2

COPYRIGHT ASSIGNMENT AGREEMENT

Contractor and Contractor's Staff agree that all materials, documents, software programs and documentation, written designs, plans, diagrams, reports, software development tools and aids, diagnostic aids, computer processable media, source codes, object codes, conversion aids, training documentation and aids, and other information and/or tools of all types, developed or acquired by Contractor and Contractor's Staff in whole or in part pursuant to the above referenced Master Agreement, and all works based thereon, incorporated therein, or derived therefrom shall be the sole property of the County. In this connection, Contractor and Contractor's Staff hereby assign and transfer to the County in perpetuity for all purposes all their right, title, and interest in and to all such items, including, but not limited to, all unrestricted and exclusive copyrights, patent rights, trade secret rights, and all renewals and extensions thereof. Whenever requested by the County, Contractor and Contractor's Staff agree to promptly execute and deliver to County all papers, instruments, and other documents requested by the County, and to promptly perform all other acts requested by the County to carry out the terms of this agreement, including, but not limited to, executing an assignment and transfer of copyright in a form substantially similar to Exhibit H2, attached hereto and incorporated herein by reference.

The County shall have the right to register all copyrights in the name of the County of Los Angeles and shall have the right to assign, license, or otherwise transfer any and all of the County's right, title, and interest, including, but not limited to, copyrights, in and to the items described above.

Contractor and Contractor's Staff acknowledge that violation of this agreement may subject them to civil and/or criminal action and that the County of Los Angeles may seek all possible legal redress.

SIGNATURE: _____

DATE: ____/____/____

PRINTED NAME: _____

POSITION: _____

CONTRACTOR EMPLOYEE ACKNOWLEDGEMENT, CONFIDENTIALITY, AND COPYRIGHT ASSIGNMENT AGREEMENT

Page 1 of 2

(Note: This certification is to be executed and returned to County with Contractor's executed Work Order. Work cannot begin on the Work Order until County receives this executed document.)

CONTRACTOR NAME: RadioWave Marketing and Promotions LLC Employee Name _____

Work Order No. PH-002589-W1

County Master Agreement No. PH-002589

GENERAL INFORMATION:

Your employer referenced above has entered into a Master Agreement with the County of Los Angeles to provide certain services to the County. The County requires your signature on this Contractor Employee Acknowledgement, Confidentiality, and Copyright Assignment Agreement.

EMPLOYEE ACKNOWLEDGEMENT:

I understand and agree that the Contractor referenced above is my sole employer for purposes of the above-referenced Master Agreement. I understand and agree that I must rely exclusively upon my employer for payment of salary and any and all other benefits payable to me or on my behalf by virtue of my performance of work under the above-referenced Master Agreement.

I understand and agree that I am not an employee of the County of Los Angeles for any purpose whatsoever and that I do not have and will not acquire any rights or benefits of any kind from the County of Los Angeles by virtue of my performance of work under the above-referenced Master Agreement. I understand and agree that I do not have and will not acquire any rights or benefits from the County of Los Angeles pursuant to any agreement between any person or entity and the County of Los Angeles.

I understand and agree that I may be required to undergo a background and security investigation(s). I understand and agree that my continued performance of work under the above-referenced Master Agreement is contingent upon my passing, to the satisfaction of the County, any and all such investigations. I understand and agree that my failure to pass, to the satisfaction of the County, any such investigation shall result in my immediate release from performance under this and/or any future Master Agreement.

CONFIDENTIALITY AGREEMENT:

I may be involved with work pertaining to services provided by the County of Los Angeles and, if so, I may have access to confidential data and information pertaining to persons and/or entities receiving services from the County. In addition, I may also have access to proprietary information supplied by other vendors doing business with the County of Los Angeles. The County has a legal obligation to protect all such confidential data and information in its possession, especially data and information concerning health, criminal, and welfare recipient records. I understand that if I am involved in County work, the County must ensure that I, too, will protect the confidentiality of such data and information. Consequently, I understand that I must sign this agreement as a condition of my work to be provided by my employer for the County. I have read this agreement and have taken due time to consider it prior to signing.

I hereby agree that I will not divulge to any unauthorized person any data or information obtained while performing work pursuant to the above-referenced Master Agreement between my employer and the County of Los Angeles. I agree to forward all requests for the release of any data or information received by me to my immediate supervisor.

I agree to keep confidential all health, criminal, and welfare recipient records and all data and information pertaining to persons and/or entities receiving services from the County, design concepts, algorithms, programs, formats, documentation, Contractor proprietary information and all other original materials produced, created, or provided to or by me under the above-referenced Master Agreement. I agree to protect these confidential materials against disclosure to other than my employer or County employees who have a need to know the information. I agree that if proprietary information supplied by other County vendors is provided to me during this employment, I shall keep such information confidential.

I agree to report to my immediate supervisor any and all violations of this agreement by myself and/or by any other person of whom I become aware. I agree to return all confidential materials to my immediate supervisor upon completion of this Master Agreement or termination of my employment with my employer, whichever occurs first.

COPYRIGHT ASSIGNMENT AGREEMENT

I agree that all materials, documents, software programs and documentation, written designs, plans, diagrams, reports, software development tools and aids, diagnostic aids, computer processable media, source codes, object codes, conversion aids, training documentation and aids, and other information and/or tools of all types, developed or acquired by me in whole or in part pursuant to the

CONTRACTOR EMPLOYEE ACKNOWLEDGEMENT, CONFIDENTIALITY, AND COPYRIGHT ASSIGNMENT AGREEMENT

Page 1 of 2

above referenced Master Agreement, and all works based thereon, incorporated therein, or derived therefrom shall be the sole property of the County. In this connection, I hereby assign and transfer to the County in perpetuity for all purposes all my right, title, and interest in and to all such items, including, but not limited to, all unrestricted and exclusive copyrights, patent rights, trade secret rights, and all renewals and extensions thereof. Whenever requested by the County, I agree to promptly execute and deliver to County all papers, instruments, and other documents requested by the County, and to promptly perform all other acts requested by the County to carry out the terms of this agreement, including, but not limited to, executing an assignment and transfer of copyright in a form substantially similar to Exhibit H1, attached hereto and incorporated herein by reference.

The County shall have the right to register all copyrights in the name of the County of Los Angeles and shall have the right to assign, license, or otherwise transfer any and all of the County's right, title, and interest, including, but not limited to, copyrights, in and to the items described above.

I acknowledge that violation of this agreement may subject me to civil and/or criminal action and that the County of Los Angeles may seek all possible legal redress.

SIGNATURE: _____

DATE: ____/____/____

PRINTED NAME: _____

POSITION: _____

**CONTRACTOR NON-EMPLOYEE ACKNOWLEDGEMENT, CONFIDENTIALITY,
AND COPYRIGHT ASSIGNMENT AGREEMENT**

Page 1 of 2

(Note: This certification is to be executed and returned to County with Contractor's executed Work Order. Work cannot begin on the Work Order until County receives this executed document.)

CONTRACTOR NAME: Radio Wave Marketing and Promotions LLC Non-Employee Name _____

Work Order No. PH-002589-W1

County Master Agreement No. PH-002589

GENERAL INFORMATION:

The Contractor referenced above has entered into a Master Agreement with the County of Los Angeles to provide certain services to the County. The County requires your signature on this Contractor Non-Employee Acknowledgement, Confidentiality, and Copyright Assignment Agreement.

NON-EMPLOYEE ACKNOWLEDGEMENT:

I understand and agree that the Contractor referenced above has exclusive control for purposes of the above-referenced Master Agreement. I understand and agree that I must rely exclusively upon the Contractor referenced above for payment of salary and any and all other benefits payable to me or on my behalf by virtue of my performance of work under the above-referenced Master Agreement.

I understand and agree that I am not an employee of the County of Los Angeles for any purpose whatsoever and that I do not have and will not acquire any rights or benefits of any kind from the County of Los Angeles by virtue of my performance of work under the above-referenced Master Agreement. I understand and agree that I do not have and will not acquire any rights or benefits from the County of Los Angeles pursuant to any agreement between any person or entity and the County of Los Angeles.

I understand and agree that I may be required to undergo a background and security investigation(s). I understand and agree that my continued performance of work under the above-referenced Master Agreement is contingent upon my passing, to the satisfaction of the County, any and all such investigations. I understand and agree that my failure to pass, to the satisfaction of the County, any such investigation shall result in my immediate release from performance under this and/or any future Master Agreement.

CONFIDENTIALITY AGREEMENT:

I may be involved with work pertaining to services provided by the County of Los Angeles and, if so, I may have access to confidential data and information pertaining to persons and/or entities receiving services from the County. In addition, I may also have access to proprietary information supplied by other vendors doing business with the County of Los Angeles. The County has a legal obligation to protect all such confidential data and information in its possession, especially data and information concerning health, criminal, and welfare recipient records. I understand that if I am involved in County work, the County must ensure that I, too, will protect the confidentiality of such data and information. Consequently, I understand that I must sign this agreement as a condition of my work to be provided by the above-referenced Contractor for the County. I have read this agreement and have taken due time to consider it prior to signing.

I hereby agree that I will not divulge to any unauthorized person any data or information obtained while performing work pursuant to the above-referenced Master Agreement between the above-referenced Contractor and the County of Los Angeles. I agree to forward all requests for the release of any data or information received by me to the above-referenced Contractor.

I agree to keep confidential all health, criminal, and welfare recipient records and all data and information pertaining to persons and/or entities receiving services from the County, design concepts, algorithms, programs, formats, documentation, Contractor proprietary information, and all other original materials produced, created, or provided to or by me under the above-referenced Master Agreement. I agree to protect these confidential materials against disclosure to other than the above-referenced Contractor or County employees who have a need to know the information. I agree that if proprietary information supplied by other County vendors is provided to me, I shall keep such information confidential.

**CONTRACTOR NON-EMPLOYEE ACKNOWLEDGEMENT, CONFIDENTIALITY,
AND COPYRIGHT ASSIGNMENT AGREEMENT**

Page 2 of 2

I agree to report to the above-referenced Contractor any and all violations of this agreement by myself and/or by any other person of whom I become aware. I agree to return all confidential materials to the above-referenced Contractor upon completion of this Master Agreement or termination of my services hereunder, whichever occurs first.

COPYRIGHT ASSIGNMENT AGREEMENT

I agree that all materials, documents, software programs and documentation, written designs, plans, diagrams, reports, software development tools and aids, diagnostic aids, computer processable media, source codes, object codes, conversion aids, training documentation and aids, and other information and/or tools of all types, developed or acquired by me in whole or in part pursuant to the above referenced contract, and all works based thereon, incorporated therein, or derived therefrom shall be the sole property of the County. In this connection, I hereby assign and transfer to the County in perpetuity for all purposes all my right, title, and interest in and to all such items, including, but not limited to, all unrestricted and exclusive copyrights, patent rights, trade secret rights, and all renewals and extensions thereof. Whenever requested by the County, I agree to promptly execute and deliver to County all papers, instruments, and other documents requested by the County, and to promptly perform all other acts requested by the County to carry out the terms of this agreement, including, but not limited to, executing an assignment and transfer of copyright in a form substantially similar to Exhibit H1, attached hereto and incorporated herein by reference.

The County shall have the right to register all copyrights in the name of the County of Los Angeles and shall have the right to assign, license, or otherwise transfer any and all of the County's right, title, and interest, including, but not limited to, copyrights, in and to the items described above.

I acknowledge that violation of this agreement may subject me to civil and/or criminal action and that the County of Los Angeles may seek all possible legal redress.

SIGNATURE: _____

DATE: ____/____/____

PRINTED NAME: _____

POSITION: _____

**CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY AND
VOLUNTARY EXCLUSION – LOWER TIER COVERED TRANSACTIONS
(45 C.F.R. PART 76)**

Page 1 of 2

Instructions for Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion – Lower Tier Covered Transactions (45 C.F.R. Part 76)

1. This certification is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that Vendor knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
2. Vendor shall provide immediate written notice to the person to whom this SOQ is submitted if at any time Vendor learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
3. The terms “covered transaction,” “debarred,” “suspended,” “ineligible,” “lower tier covered transaction,” “participant,” “person,” “primary covered transaction,” “principal,” “SOQ,” and “voluntarily excluded,” as used in this certification, have the meaning set out in the Definitions and Coverage sections of rules implementing Executive Order 12549. You may contact the person to which this SOQ is submitted for assistance in obtaining a copy of those regulations.
4. Vendor agrees by submitting this SOQ that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 C.F.R. part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.
1. Vendor further agrees by submitting this SOQ that it will include the provision entitled “Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion – Lower Tier Covered Transactions (45 C.F.R. Part 76),” as set forth in the text of the Master Agreement attached to the Request for Statement of Qualifications, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
2. Vendor acknowledges that a participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 C.F.R. part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from covered transactions, unless it knows that the certification is erroneous. Vendor acknowledges that a participant may decide the method and frequency by which it determines the eligibility of its principals. Vendor acknowledges that each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Nonprocurement Programs.

**CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY AND
VOLUNTARY EXCLUSION – LOWER TIER COVERED TRANSACTIONS
(45 C.F.R. PART 76)**

Page 2 of 2

3. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the required certification. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
4. Except for transactions authorized under paragraph 4 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 C.F.R. part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
5. Where Vendor and/or its subcontractor(s) is or are unable to certify to any of the statements in this Certification, Vendor shall attach a written explanation to its SOQ in lieu of submitting this Certification. Vendor's written explanation shall describe the specific circumstances concerning the inability to certify. It further shall identify any owner, officer, partner, director, or other principal of the Vendor and/or subcontractor who is currently suspended, debarred, ineligible, or excluded from securing federally funded contracts. The written explanation shall provide that person's or those persons' job description(s) and function(s) as they relate to the contract which is being solicited by this Request for Statement of Qualifications.

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion – Lower Tier Covered Transactions (45 C.F.R. Part 76)

Vendor hereby certifies that neither it nor any of its owners, officers, partners, directors, other principals or subcontractors is currently debarred, suspended proposed for debarment, declared ineligible or excluded from securing federally funded contracts by any federal department or agency.

Authorized Representative:

Signature:	Date:
Print Name:	Title:

CHARITABLE CONTRIBUTIONS CERTIFICATION

RADIOWAVE MARKETING AND PROMOTIONS LLC

Company Name

Address

Internal Revenue Service Employer Identification Number

California Registry of Charitable Trusts "CT" number (if applicable)

The Nonprofit Integrity Act (SB 1262, Chapter 919) added requirements to California's Supervision of Trustees and Fundraisers for Charitable Purposes Act which regulates those receiving and raising charitable contributions.

Check the Certification below that is applicable to your company.

- ☐ Proposer or Contractor has examined its activities and determined that it does not now receive or raise charitable contributions regulated under California's Supervision of Trustees and Fundraisers for Charitable Purposes Act. If Proposer engages in activities subjecting it to those laws during the term of a County contract, it will timely comply with them and provide County a copy of its initial registration with the California State Attorney General's Registry of Charitable Trusts when filed.

OR

- ☐ Proposer or Contractor is registered with the California Registry of Charitable Trusts under the CT number listed above and is in compliance with its registration and reporting requirements under California law. Attached is a copy of its most recent filing with the Registry of Charitable Trusts as required by Title 11 California Code of Regulations, sections 300-301 and Government Code sections 12585-12586.

Signature

Date

Name and Title of Signer (please print)

ATTACHMENT B
STATEMENT OF WORK
FOR

COUNTY OF LOS ANGELES
DEPARTMENT OF PUBLIC HEALTH

NUTRITION EDUCATION OBESITY PREVENTION
(NEOP) PROGRAM
MEDIA SERVICES – MECHANICALS
MAWO NUMBER PH-002589-W1

ATTACHMENT B
TABLE OF CONTENTS
STATEMENT OF WORK

SECTION	TITLE	PAGE
1.0	Project Scope of Services.....	1
2.0	Overview of Project Services Required.....	1
3.0	Project Objectives.....	2
4.0	Project Media Buy Specifications.....	2
5.0	Project Deliverables.....	4
6.0	Responsibilities.....	4
7.0	Project Term.....	6
8.0	Compensation.....	6
9.0	Quality Assurance Plan.....	6

ATTACHED EXHIBITS

EXHIBIT 1: LIST OF ALLOWABLE CENSUS TRACTS

**COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH
NEOP PROJECT MEDIA SERVICES – MECHANICALS
MAWO NUMBER PH-002589-W1
STATEMENT OF WORK**

1.0 PROJECT SCOPE OF SERVICES

- 1.1 The Division of Chronic Disease and Injury Prevention (DCDIP) currently receives United States Department of Agriculture (USDA) funding from the California Department of Public Health (CDPH) to support the Nutrition Education and Obesity Prevention (NEOP) program. The NEOP grant provides funds to support strategies that promote healthy eating, active living and healthy and safe environments while empowering and enabling residents to select healthy foods and beverages and increase physical activity.
- 1.2 The target audiences for these public education campaigns are potential and current CalFresh recipients who are living at or below 130% of the Federal Poverty Level (FPL), Spanish-dominant and English-speaking Latino parents who are at or below 185% of the FPL and African American parents who are at or below 185% of the FPL. The public education campaigns should include ads in both English and Spanish. Pursuant to funding restrictions from the CDPH, the reach of the media buy must be within the areas specified in the “List of Allowable Census Tracts” (Attachment B, Exhibit 1).

2.0 OVERVIEW OF PROJECT SERVICES REQUIRED

- 2.1 The Contractor shall develop a media buy plan in consultation with and to be approved by DCDIP and CDPH. The Contractor will negotiate and secure a media buy plan including, but not limited to: television, radio, billboards, bus shelters, internet websites, press releases, secured media venues, speaking engagements and other media outlets specifically targeted towards potential and current CalFresh recipients who are living at or below 130% of the FPL, Spanish-dominant and English-speaking Latinos who are at or below 185% of the FPL and African Americans who are at or below 185% of the FPL.
- 2.2 The media buy plan should also include, but is not limited to:
1. Strategy for media placement and identified media outlets;
 2. English and Spanish language media outlets;
 3. Production of visual and television elements (including formatting ads into desired sizes for different medium uses);
 4. Total quantity of spot times and schedule at the direction of DCDIP; and
 5. Online presence elements, such as website banner ads, promotion through the media outlet's social media handles, and other outreach opportunities.

- 2.3 In addition, the Contractor shall develop and provide detailed media reports including ad placement metrics and tracking to DCDIP.

3.0 PROJECT OBJECTIVES

The Project Objectives for these services are as follows:

1. Promote strategies that encourage healthy eating, active living and healthy and safe environments;
2. Encourage residents to select healthy foods and beverages; and
3. Encourage residents to increase physical activity.

4.0 PROJECT MEDIA BUY SPECIFICATIONS

- 4.1 The Media Buy should include elements from the media outlets listed below. The associated media outlet specifications are outlined in Table 1, Media Outlet Specifications:
1. One outdoor outlet;
 2. Three different Spanish-language radio stations;
 3. Three different English-language radio stations;
 4. One English-language television station, and;
 5. One Spanish-language television station.
- 4.2 Pursuant to funding restrictions from the CDPH, the reach of the media buy must be within the areas specified in the “List of Allowable Census Tracts”.

Table 1. Media Outlet Specifications

Media Form Specification	Time Period (# of weeks running)	# of Units	Category
OUTDOOR OUTLET			
Billboards/Bulletins – 14'H x 48'W	Upon Board Approval through 09/30/2014	20	Outdoor
Bus Shelters – 70"H x 48"W	Upon Board Approval through 09/30/2014	300	Outdoor
SPANISH RADIO STATION 1			
60 Second Radio Ad – Spanish Station 1	Upon Board Approval through 09/30/2014	704	Radio
SPANISH RADIO STATION 2			
60 Second Radio Ad – Spanish Station 2	Upon Board Approval through 09/30/2014	214	Radio
SPANISH RADIO STATION 3			
60 Second Radio Ad – Spanish Station 3	Upon Board Approval through 09/30/2014	700	Radio
Web Banner Ad – Spanish Station 3 - 728 X 68	Upon Board Approval through 09/30/2014	150,000 Impressions	Web
ENGLISH RADIO STATION 1			
60 Second Radio Ad – English Station 1	Upon Board Approval through 09/30/2014	270	Radio
Banner Ad – English Station 1- 728 X 68	Upon Board Approval through 09/30/2014	50,000 Impressions	Web
ENGLISH RADIO STATION 2			
60 Second Radio Ad – English Station 2	Upon Board Approval through 09/30/2014	152	Radio
Web Banner Ad – English Station 2- 300 X 250	Upon Board Approval through 09/30/2014	150,000 Impressions	Web
ENGLISH RADIO STATION 3			
60 Second Radio Ad – English Station 3	Upon Board Approval through 09/30/2014	130	Radio
Web Pencil Ad- 818 X 275	Upon Board Approval through 09/30/2014	50,000 Impressions	Web
ENGLISH TELEVISION STATION			
30 Second TV Ad – English Station	Upon Board Approval through 09/30/2014	415	TV
Web Banner Ad- 300 X 250 – English Station	Upon Board Approval through 09/30/2014	1,500,000 Impressions	Web
SPANISH TELEVISION STATION			
30 Second TV Ad – Spanish Station	Upon Board Approval through 09/30/2014	755	TV
Web Banner Ad- 300 X 250 – Spanish Station	Upon Board Approval through 09/30/2014	1,500,000 Impressions	Web

5.0 PROJECT DELIVERABLES

- 5.1 Contractor must submit detailed media buy plan within five (5) business days of MAWO execution. The media buy plan is subject to DCDIP and CDPH approval.
- 5.2 Contractor must format ads into desired sizes for different media uses including locally tagging ads as requested.
- 5.3 Contractor must obtain and provide weekly pre- and post-logs for each television station and radio station.
- 5.4 Contractor must provide monthly media summary reports including ad placement metrics and tracking to DCDIP.
- 5.5 Contractor must demonstrate minimum five (5) million to eight (8) million media impressions by September 30, 2014, including the metrics used to calculate the impressions.
- 5.6 Contractor must demonstrate that the media campaign has reached at least 51% of individuals living at or below 185% of the Federal Poverty Level by September 30, 2014.
- 5.7 Contractor must provide a media campaign summary report detailing number of impressions and reach broken down by station or outlet. Final summary must include total number of spots, bulletins/billboards, etc. as well as metrics for calculating impressions. Final report will include samples of creative for each media outlet (outdoor, radio, television, etc.) and must be submitted with final invoice.

6.0 RESPONSIBILITIES

The County's and the Contractor's responsibilities are as follows:

COUNTY

6.1 Personnel

The County will administer the Contract according to the Master Agreement, Paragraph 6.0, Administration of Contract - County. Specific duties will include:

- 6.1.1 Monitoring the Contractor's performance in the daily operation of this Contract.
- 6.1.2 Providing direction to the Contractor in areas relating to policy, information, and procedural requirements.

- 6.1.3 Preparing Amendments in accordance with the Master Agreement, Paragraph 8.0, Standard Terms and Conditions, Sub-paragraph 8.1 Amendments.

CONTRACTOR

6.3 Contractor's Agency Lead

- 6.3.1 Contractor must provide an assigned agency lead from date of MAWO execution.
- 6.3.2 Contractor's agency lead must have media buying experience and will act as the central point of contact with the County and must be located in Los Angeles County.
- 6.3.4 Contractor's agency lead must be able to effectively communicate, in English, both orally and in writing.
- 6.3.5 County must have access to the Contractor's agency lead during business hours, 8:00 am to 5:00 p.m. (PT) for the duration of this MAWO.

6.4 Personnel

- 6.4.1 Contractor shall assign a sufficient number of employees to perform the required work.
- 6.4.2 Pursuant to Master Agreement, Paragraph 7.5, BACKGROUND AND SECURITY INVESTIGATIONS, Contractor shall ensure that staff performing services under this MAWO, who is in a designated sensitive position, shall undergo and pass a background and security investigation to the satisfaction of the County prior to hire and as a condition of continuing to perform services under this work order.

6.5 Contractor's Office

Contractor shall maintain an office with a telephone in the company's name where Contractor conducts business. The office shall be staffed during the hours of 8:00 a.m. to 5:00 p.m., Monday through Friday, by at least one employee who can respond to inquiries and complaints which may be received about the Contractor's performance under this MAWO. When the office is closed, an answering service shall be provided to receive calls. The Contractor shall answer calls received by the answering service within 48 hours of receipt of the call.

7.0 PROJECT TERM

The term of this MAWO shall be effective upon Board approval through September 30, 2014, unless sooner terminated or extended, in whole or in part, as provided in the MAWO.

8.0 COMPENSATION

- 8.1 County agrees to compensate Contractor on a fixed price per deliverable basis as described in the Master Agreement, Paragraph 5.4, INVOICES AND PAYMENTS.

9.0 QUALITY ASSURANCE PLAN

- 9.1 The County will evaluate the Contractor's performance under this MAWO using the quality assurance procedures as defined in the Master Agreement, Paragraph 8. 14, COUNTY'S QUALITY ASSURANCE PLAN.
- 9.2 The County will evaluate Contractor's performance under the resultant MAWO using the measures defined in Statement of Work.

Rev: 7/25/2014

ATTACHMENT B – STATEMENT OF WORK
EXHIBIT 1 - LIST OF ALLOWABLE CENSUS TRACTS
NEOP PROJECT MEDIA SERVICES – MECHANICALS
MAWO NUMBER PH-002589-W1

COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH
WORK ORDER SOLICITATION FOR MEDIA SERVICES
EXHIBIT 1 – LIST OF ALLOWABLE CENSUS TRACTS
American Community Survey (ACS) 2006-2010

Region	FIPS/CT	CT	Total Population	Number <125%FPL in Tract	Percent <125% FPL	Number <185% FPL in Tract	Percent <185% FPL	ACS Eligible ALL RACES <185% FPL
Los Angeles	6037403200	4032.00	210	180	85.7	210	100	YES
Los Angeles	6037575500	5755.00	10	10	100	10	100	YES
Los Angeles	6037206300	2063.00	5793	5022	86.7	5492	94.8	YES
Los Angeles	6037701100	7011.00	651	569	87.4	601	92.3	YES
Los Angeles	6037265304	2653.04	2975	2532	85.1	2686	90.3	YES
Los Angeles	6037207102	2071.02	2346	1929	82.2	2090	89.1	YES
Los Angeles	6037910501	9105.01	5510	3371	61.2	4765	86.5	YES
Los Angeles	6037242100	2421.00	2683	1850	69	2294	85.5	YES
Los Angeles	6037228900	2289.00	2715	1724	63.5	2319	85.4	YES
Los Angeles	6037980008	9800.08	190	161	84.7	161	84.7	YES
Los Angeles	6037207101	2071.01	2646	1480	55.9	2224	84.1	YES
Los Angeles	6037980015	9800.15	647	526	81.3	539	83.3	YES
Los Angeles	6037572800	5728.00	993	811	81.7	818	82.4	YES
Los Angeles	6037226420	2264.20	5537	3221	58.2	4545	82.1	YES
Los Angeles	6037209403	2094.03	3670	2286	62.3	3007	81.9	YES
Los Angeles	6037226001	2260.01	1726	920	53.3	1406	81.5	YES
Los Angeles	6037209102	2091.02	4544	2933	64.5	3697	81.4	YES
Los Angeles	6037228410	2284.10	3226	1778	55.1	2622	81.3	YES
Los Angeles	6037209810	2098.10	1980	986	49.8	1606	81.1	YES
Los Angeles	6037209103	2091.03	3415	2285	66.9	2749	80.5	YES
Los Angeles	6037221810	2218.10	2620	1588	60.6	2106	80.4	YES
Los Angeles	6037224200	2242.00	2331	1206	51.7	1872	80.3	YES
Los Angeles	6037205110	2051.10	3844	1924	50.1	3080	80.1	YES
Los Angeles	6037222700	2227.00	201	137	68.2	161	80.1	YES
Los Angeles	6037571600	5716.00	2036	1287	63.2	1629	80	YES
Los Angeles	6037575300	5753.00	4939	2831	57.3	3929	79.6	YES
Los Angeles	6037237600	2376.00	4197	1995	47.5	3337	79.5	YES
Los Angeles	6037533104	5331.04	4117	2283	55.5	3271	79.5	YES
Los Angeles	6037224010	2240.10	2198	1206	54.9	1739	79.1	YES
Los Angeles	6037540400	5404.00	2264	1227	54.2	1791	79.1	YES
Los Angeles	6037242600	2426.00	3562	2407	67.6	2815	79	YES
Los Angeles	6037573002	5730.02	4098	2456	59.9	3230	78.8	YES
Los Angeles	6037221900	2219.00	2839	1840	64.8	2233	78.7	YES
Los Angeles	6037576302	5763.02	4012	2312	57.6	3146	78.4	YES
Los Angeles	6037600303	6003.03	3819	2150	56.3	2973	77.8	YES
Los Angeles	6037117405	1174.05	3645	2027	55.6	2834	77.8	YES

ATTACHMENT B – STATEMENT OF WORK
EXHIBIT 1 - LIST OF ALLOWABLE CENSUS TRACTS
NEOP PROJECT MEDIA SERVICES – MECHANICALS
MAWO NUMBER PH-002589-W1

Region	FIPS/CT	CT	Total Population	Number <125%FPL in Tract	Percent <125% FPL	Number <185% FPL in Tract	Percent <185% FPL	ACS Eligible ALL RACES <185% FPL
Los Angeles	6037228100	2281.00	4670	2662	57	3625	77.6	YES
Los Angeles	6037104822	1048.22	1633	799	48.9	1263	77.3	YES
Los Angeles	6037208720	2087.20	4204	2204	52.4	3248	77.3	YES
Los Angeles	6037224700	2247.00	1379	979	71	1065	77.2	YES
Los Angeles	6037208801	2088.01	2960	1681	56.8	2284	77.2	YES
Los Angeles	6037209104	2091.04	2334	1435	61.5	1783	76.4	YES
Los Angeles	6037224420	2244.20	1805	911	50.5	1378	76.3	YES
Los Angeles	6037265303	2653.03	4424	3045	68.8	3375	76.3	YES
Los Angeles	6037226700	2267.00	5973	2925	49	4550	76.2	YES
Los Angeles	6037533203	5332.03	2161	802	37.1	1644	76.1	YES
Los Angeles	6037205120	2051.20	3470	1707	49.2	2638	76	YES
Los Angeles	6037910403	9104.03	2658	1710	64.3	2020	76	YES
Los Angeles	6037221110	2211.10	3408	1540	45.2	2589	76	YES
Los Angeles	6037231100	2311.00	2587	1515	58.6	1964	75.9	YES
Los Angeles	6037231900	2319.00	5834	3210	55	4427	75.9	YES
Los Angeles	6037210010	2100.10	3501	2255	64.4	2652	75.7	YES
Los Angeles	6037224600	2246.00	3305	1614	48.8	2502	75.7	YES
Los Angeles	6037228210	2282.10	3480	1369	39.3	2632	75.6	YES
Los Angeles	6037296220	2962.20	2860	1458	51	2158	75.5	YES
Los Angeles	6037231800	2318.00	5141	2585	50.3	3878	75.4	YES
Los Angeles	6037228310	2283.10	3806	1760	46.2	2869	75.4	YES
Los Angeles	6037204420	2044.20	4054	1895	46.7	3049	75.2	YES
Los Angeles	6037237720	2377.20	3221	1754	54.5	2408	74.8	YES
Los Angeles	6037228500	2285.00	5105	2275	44.6	3813	74.7	YES
Los Angeles	6037209300	2093.00	4829	2440	50.5	3606	74.7	YES
Los Angeles	6037228600	2286.00	4915	3037	61.8	3667	74.6	YES
Los Angeles	6037239701	2397.01	4522	2928	64.8	3364	74.4	YES
Los Angeles	6037228710	2287.10	3565	2124	59.6	2651	74.4	YES
Los Angeles	6037221820	2218.20	2710	1813	66.9	2015	74.4	YES
Los Angeles	6037294810	2948.10	4424	1676	37.9	3289	74.3	YES
Los Angeles	6037228720	2287.20	5074	2243	44.2	3764	74.2	YES
Los Angeles	6037231710	2317.10	4785	2717	56.8	3549	74.2	YES
Los Angeles	6037575401	5754.01	5149	2546	49.4	3818	74.2	YES
Los Angeles	6037208904	2089.04	3961	2074	52.4	2937	74.1	YES
Los Angeles	6037206200	2062.00	2658	1552	58.4	1967	74	YES
Los Angeles	6037575201	5752.01	5410	2977	55	4003	74	YES
Los Angeles	6037208502	2085.02	3817	2012	52.7	2822	73.9	YES
Los Angeles	6037229300	2293.00	5642	3172	56.2	4165	73.8	YES
Los Angeles	6037209402	2094.02	3041	1580	52	2242	73.7	YES
Los Angeles	6037199000	1990.00	4735	2896	61.2	3485	73.6	YES
Los Angeles	6037239501	2395.01	3191	1677	52.6	2348	73.6	YES

ATTACHMENT B – STATEMENT OF WORK
EXHIBIT 1 - LIST OF ALLOWABLE CENSUS TRACTS
NEOP PROJECT MEDIA SERVICES – MECHANICALS
MAWO NUMBER PH-002589-W1

Region	FIPS/CT	CT	Total Population	Number <125%FPL in Tract	Percent <125% FPL	Number <185% FPL in Tract	Percent <185% FPL	ACS Eligible ALL RACES <185% FPL
Los Angeles	6037575802	5758.02	5318	2846	53.5	3913	73.6	YES
Los Angeles	6037120020	1200.20	4761	2332	49	3503	73.6	YES
Los Angeles	6037433305	4333.05	4571	2230	48.8	3363	73.6	YES
Los Angeles	6037294830	2948.30	3908	2154	55.1	2870	73.4	YES
Los Angeles	6037134305	1343.05	4339	2182	50.3	3170	73.1	YES
Los Angeles	6037910101	9101.01	875	493	56.3	638	72.9	YES
Los Angeles	6037243100	2431.00	5412	2951	54.5	3946	72.9	YES
Los Angeles	6037228420	2284.20	3064	1622	52.9	2228	72.7	YES
Los Angeles	6037910402	9104.02	3221	1578	49	2333	72.4	YES
Los Angeles	6037203100	2031.00	4397	2463	56	3184	72.4	YES
Los Angeles	6037208903	2089.03	3458	1858	53.7	2503	72.4	YES
Los Angeles	6037532900	5329.00	6292	3306	52.5	4539	72.1	YES
Los Angeles	6037239201	2392.01	3408	2102	61.7	2456	72.1	YES
Los Angeles	6037239602	2396.02	3546	1491	42	2555	72.1	YES
Los Angeles	6037212420	2124.20	3100	1411	45.5	2231	72	YES
Los Angeles	6037534201	5342.01	3773	1445	38.3	2715	72	YES
Los Angeles	6037207103	2071.03	2163	934	43.2	1555	71.9	YES
Los Angeles	6037204300	2043.00	4744	2342	49.4	3408	71.8	YES
Los Angeles	6037238310	2383.10	4321	2681	62	3094	71.6	YES
Los Angeles	6037294701	2947.01	3354	1818	54.2	2399	71.5	YES
Los Angeles	6037128303	1283.03	3428	1553	45.3	2448	71.4	YES
Los Angeles	6037265305	2653.05	3483	2211	63.5	2485	71.3	YES
Los Angeles	6037533103	5331.03	3314	1692	51.1	2364	71.3	YES
Los Angeles	6037206010	2060.10	3117	1939	62.2	2222	71.3	YES
Los Angeles	6037227020	2270.20	2554	1538	60.2	1819	71.2	YES
Los Angeles	6037221304	2213.04	3199	1755	54.9	2276	71.1	YES
Los Angeles	6037231720	2317.20	4610	2749	59.6	3275	71	YES
Los Angeles	6037232800	2328.00	4346	2099	48.3	3078	70.8	YES
Los Angeles	6037575803	5758.03	2613	1384	53	1850	70.8	YES
Los Angeles	6037241120	2411.20	4446	2212	49.8	3144	70.7	YES
Los Angeles	6037239601	2396.01	3649	1659	45.5	2569	70.4	YES
Los Angeles	6037575801	5758.01	2835	1574	55.5	1994	70.3	YES
Los Angeles	6037232110	2321.10	3080	1759	57.1	2165	70.3	YES
Los Angeles	6037530602	5306.02	1084	254	23.4	761	70.2	YES
Los Angeles	6037120030	1200.30	3026	1101	36.4	2123	70.2	YES
Los Angeles	6037237102	2371.02	3265	1739	53.3	2290	70.1	YES
Los Angeles	6037208401	2084.01	4117	2163	52.5	2886	70.1	YES
Los Angeles	6037229410	2294.10	3130	1407	45	2193	70.1	YES
Los Angeles	6037226410	2264.10	3524	2092	59.4	2469	70.1	YES
Los Angeles	6037221500	2215.00	3609	1806	50	2527	70	YES
Los Angeles	6037231220	2312.20	3725	1709	45.9	2608	70	YES

ATTACHMENT B – STATEMENT OF WORK
EXHIBIT 1 - LIST OF ALLOWABLE CENSUS TRACTS
NEOP PROJECT MEDIA SERVICES – MECHANICALS
MAWO NUMBER PH-002589-W1

Region	FIPS/CT	CT	Total Population	Number <125%FPL in Tract	Percent <125% FPL	Number <185% FPL in Tract	Percent <185% FPL	ACS Eligible ALL RACES <185% FPL
Los Angeles	6037601501	6015.01	3800	1479	38.9	2659	70	YES
Los Angeles	6037206050	2060.50	2424	1196	49.3	1696	70	YES
Los Angeles	6037213310	2133.10	3601	1745	48.5	2514	69.8	YES
Los Angeles	6037104404	1044.04	2875	977	34	2005	69.7	YES
Los Angeles	6037433501	4335.01	2527	997	39.5	1762	69.7	YES
Los Angeles	6037222600	2226.00	5239	2588	49.4	3644	69.6	YES
Los Angeles	6037240800	2408.00	4453	2513	56.4	3094	69.5	YES
Los Angeles	6037208000	2080.00	5930	2741	46.2	4118	69.4	YES
Los Angeles	6037540502	5405.02	6577	3605	54.8	4556	69.3	YES
Los Angeles	6037232120	2321.20	4150	1821	43.9	2874	69.3	YES
Los Angeles	6037204600	2046.00	4638	2036	43.9	3207	69.1	YES
Los Angeles	6037234901	2349.01	2975	1538	51.7	2057	69.1	YES
Los Angeles	6037293202	2932.02	7057	3333	47.2	4877	69.1	YES
Los Angeles	6037402304	4023.04	4511	2135	47.3	3112	69	YES
Los Angeles	6037237401	2374.01	3498	1046	29.9	2412	69	YES
Los Angeles	6037199201	1992.01	4519	1627	36	3115	68.9	YES
Los Angeles	6037224310	2243.10	2459	1220	49.6	1694	68.9	YES
Los Angeles	6037531302	5313.02	6275	2675	42.6	4322	68.9	YES
Los Angeles	6037297110	2971.10	5299	3054	57.6	3646	68.8	YES
Los Angeles	6037237201	2372.01	4326	1532	35.4	2969	68.6	YES
Los Angeles	6037211320	2113.20	3690	1526	41.4	2531	68.6	YES
Los Angeles	6037229200	2292.00	4909	2567	52.3	3364	68.5	YES
Los Angeles	6037910714	9107.14	3756	1516	40.4	2573	68.5	YES
Los Angeles	6037573300	5733.00	4265	2271	53.2	2917	68.4	YES
Los Angeles	6037211310	2113.10	3958	1460	36.9	2707	68.4	YES
Los Angeles	6037204200	2042.00	3391	1606	47.4	2314	68.2	YES
Los Angeles	6037238320	2383.20	3597	1692	47	2453	68.2	YES
Los Angeles	6037104701	1047.01	4110	2164	52.7	2802	68.2	YES
Los Angeles	6037191810	1918.10	3462	1746	50.4	2355	68	YES
Los Angeles	6037294820	2948.20	3117	1444	46.3	2119	68	YES
Los Angeles	6037209510	2095.10	2682	1097	40.9	1820	67.9	YES
Los Angeles	6037208902	2089.02	1943	859	44.2	1317	67.8	YES
Los Angeles	6037240402	2404.02	4220	2044	48.4	2859	67.7	YES
Los Angeles	6037531604	5316.04	3652	1782	48.8	2474	67.7	YES
Los Angeles	6037212305	2123.05	3259	1479	45.4	2207	67.7	YES
Los Angeles	6037209200	2092.00	1943	1091	56.2	1313	67.6	YES
Los Angeles	6037533806	5338.06	4142	1430	34.5	2798	67.6	YES
Los Angeles	6037402501	4025.01	5613	1999	35.6	3787	67.5	YES
Los Angeles	6037601600	6016.00	4773	2094	43.9	3218	67.4	YES
Los Angeles	6037228320	2283.20	3881	1722	44.4	2616	67.4	YES
Los Angeles	6037128210	1282.10	4794	2050	42.8	3231	67.4	YES

ATTACHMENT B – STATEMENT OF WORK
EXHIBIT 1 - LIST OF ALLOWABLE CENSUS TRACTS
NEOP PROJECT MEDIA SERVICES – MECHANICALS
MAWO NUMBER PH-002589-W1

Region	FIPS/CT	CT	Total Population	Number <125%FPL in Tract	Percent <125% FPL	Number <185% FPL in Tract	Percent <185% FPL	ACS Eligible ALL RACES <185% FPL
Los Angeles	6037190520	1905.20	3844	1945	50.6	2583	67.2	YES
Los Angeles	6037532400	5324.00	128	36	28.1	86	67.2	YES
Los Angeles	6037432802	4328.02	6128	2259	36.9	4117	67.2	YES
Los Angeles	6037573004	5730.04	5595	2909	52	3757	67.1	YES
Los Angeles	6037221302	2213.02	3972	1161	29.2	2667	67.1	YES
Los Angeles	6037117520	1175.20	3484	1581	45.4	2339	67.1	YES
Los Angeles	6037228800	2288.00	5868	3133	53.4	3939	67.1	YES
Los Angeles	6037900602	9006.02	5698	2807	49.3	3821	67.1	YES
Los Angeles	6037910502	9105.02	3967	2221	56	2653	66.9	YES
Los Angeles	6037192610	1926.10	4642	1682	36.2	3104	66.9	YES
Los Angeles	6037209401	2094.01	3449	1767	51.2	2300	66.7	YES
Los Angeles	6037541400	5414.00	7398	3612	48.8	4928	66.6	YES
Los Angeles	6037208802	2088.02	2825	1420	50.3	1878	66.5	YES
Los Angeles	6037241001	2410.01	4079	1655	40.6	2707	66.4	YES
Los Angeles	6037532800	5328.00	3966	2092	52.7	2627	66.2	YES
Los Angeles	6037601700	6017.00	5309	2338	44	3516	66.2	YES
Los Angeles	6037532002	5320.02	3381	652	19.3	2239	66.2	YES
Los Angeles	6037206032	2060.32	5019	2560	51	3320	66.1	YES
Los Angeles	6037236202	2362.02	5673	2872	50.6	3752	66.1	YES
Los Angeles	6037228220	2282.20	4191	1890	45.1	2769	66.1	YES
Los Angeles	6037402702	4027.02	5932	2522	42.5	3911	65.9	YES
Los Angeles	6037576401	5764.01	4590	1832	39.9	3026	65.9	YES
Los Angeles	6037209820	2098.20	3380	1310	38.8	2228	65.9	YES
Los Angeles	6037195720	1957.20	2209	940	42.6	1456	65.9	YES
Los Angeles	6037296210	2962.10	2850	1455	51.1	1878	65.9	YES
Los Angeles	6037221602	2216.02	2676	1119	41.8	1762	65.8	YES
Los Angeles	6037221710	2217.10	3095	1574	50.9	2036	65.8	YES
Los Angeles	6037540600	5406.00	3504	1549	44.2	2304	65.8	YES
Los Angeles	6037119340	1193.40	4333	1735	40	2846	65.7	YES
Los Angeles	6037204700	2047.00	4393	2028	46.2	2885	65.7	YES
Los Angeles	6037190402	1904.02	2132	940	44.1	1397	65.5	YES
Los Angeles	6037117407	1174.07	3196	1547	48.4	2091	65.4	YES
Los Angeles	6037213320	2133.20	2619	1139	43.5	1711	65.3	YES
Los Angeles	6037402502	4025.02	7663	2732	35.7	5005	65.3	YES
Los Angeles	6037541604	5416.04	6294	3124	49.6	4108	65.3	YES
Los Angeles	6037212303	2123.03	3549	1497	42.2	2316	65.3	YES
Los Angeles	6037234902	2349.02	3577	1525	42.6	2334	65.3	YES
Los Angeles	6037191710	1917.10	2857	1171	41	1864	65.2	YES
Los Angeles	6037534804	5348.04	4024	1885	46.8	2624	65.2	YES
Los Angeles	6037212203	2122.03	2801	1218	43.5	1823	65.1	YES
Los Angeles	6037207301	2073.01	3075	1603	52.1	2001	65.1	YES

ATTACHMENT B – STATEMENT OF WORK
EXHIBIT 1 - LIST OF ALLOWABLE CENSUS TRACTS
NEOP PROJECT MEDIA SERVICES – MECHANICALS
MAWO NUMBER PH-002589-W1

Region	FIPS/CT	CT	Total Population	Number <125%FPL in Tract	Percent <125% FPL	Number <185% FPL in Tract	Percent <185% FPL	ACS Eligible ALL RACES <185% FPL
Los Angeles	6037535400	5354.00	3600	1522	42.3	2341	65	YES
Los Angeles	6037433801	4338.01	5639	2420	42.9	3662	64.9	YES
Los Angeles	6037231210	2312.10	3274	1332	40.7	2126	64.9	YES
Los Angeles	6037533701	5337.01	3739	1064	28.5	2424	64.8	YES
Los Angeles	6037540201	5402.01	2616	963	36.8	1693	64.7	YES
Los Angeles	6037240700	2407.00	6039	2332	38.6	3901	64.6	YES
Los Angeles	6037239202	2392.02	4873	2093	43	3144	64.5	YES
Los Angeles	6037433504	4335.04	4957	2238	45.1	3197	64.5	YES
Los Angeles	6037209520	2095.20	2982	818	27.4	1922	64.5	YES
Los Angeles	6037227010	2270.10	4850	2636	54.4	3123	64.4	YES
Los Angeles	6037199120	1991.20	3863	1631	42.2	2486	64.4	YES
Los Angeles	6037117408	1174.08	3108	1464	47.1	2000	64.4	YES
Los Angeles	6037240500	2405.00	5884	2305	39.2	3784	64.3	YES
Los Angeles	6037213401	2134.01	5563	1562	28.1	3577	64.3	YES
Los Angeles	6037213202	2132.02	3508	1575	44.9	2254	64.3	YES
Los Angeles	6037433102	4331.02	4716	1427	30.3	3027	64.2	YES
Los Angeles	6037211910	2119.10	4730	2092	44.2	3035	64.2	YES
Los Angeles	6037212304	2123.04	1797	850	47.3	1153	64.2	YES
Los Angeles	6037197700	1977.00	5335	2659	49.8	3421	64.1	YES
Los Angeles	6037212202	2122.02	3769	1560	41.4	2415	64.1	YES
Los Angeles	6037219901	2199.01	4995	1802	36.1	3195	64	YES
Los Angeles	6037294421	2944.21	3464	972	28.1	2212	63.9	YES
Los Angeles	6037240900	2409.00	5240	1704	32.5	3346	63.9	YES
Los Angeles	6037195710	1957.10	4828	2199	45.5	3081	63.8	YES
Los Angeles	6037532606	5326.06	3904	1642	42.1	2490	63.8	YES
Los Angeles	6037219300	2193.00	3873	1871	48.3	2470	63.8	YES
Los Angeles	6037433306	4333.06	3811	1509	39.6	2430	63.8	YES
Los Angeles	6037900806	9008.06	2897	1493	51.5	1847	63.8	YES
Los Angeles	6037128302	1283.02	4299	1585	36.9	2737	63.7	YES
Los Angeles	6037540202	5402.02	6477	2711	41.9	4123	63.7	YES
Los Angeles	6037127520	1275.20	3733	1193	32	2375	63.6	YES
Los Angeles	6037408800	4088.00	3611	1759	48.7	2297	63.6	YES
Los Angeles	6037221220	2212.20	3464	1187	34.3	2203	63.6	YES
Los Angeles	6037239801	2398.01	3453	1513	43.8	2194	63.5	YES
Los Angeles	6037123010	1230.10	4768	1723	36.1	3028	63.5	YES
Los Angeles	6037224020	2240.20	2622	1124	42.9	1662	63.4	YES
Los Angeles	6037221303	2213.03	2859	1282	44.8	1810	63.3	YES
Los Angeles	6037291120	2911.20	2185	978	44.8	1383	63.3	YES
Los Angeles	6037243000	2430.00	5483	2078	37.9	3466	63.2	YES
Los Angeles	6037204410	2044.10	2266	1113	49.1	1432	63.2	YES
Los Angeles	6037208302	2083.02	4339	1956	45.1	2741	63.2	YES

ATTACHMENT B – STATEMENT OF WORK
EXHIBIT 1 - LIST OF ALLOWABLE CENSUS TRACTS
NEOP PROJECT MEDIA SERVICES – MECHANICALS
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Los Angeles	6037531102	5311.02	2899	1377	47.5	1831	63.2	YES
Los Angeles	6037120107	1201.07	3483	1423	40.9	2192	62.9	YES
Los Angeles	6037534406	5344.06	4188	1610	38.4	2633	62.9	YES
Los Angeles	6037531503	5315.03	3185	1401	44	2002	62.9	YES
Los Angeles	6037203600	2036.00	5219	2114	40.5	3280	62.8	YES
Los Angeles	6037532700	5327.00	2528	757	29.9	1585	62.7	YES
Los Angeles	6037576301	5763.01	3908	1648	42.2	2449	62.7	YES
Los Angeles	6037190801	1908.01	2788	1252	44.9	1747	62.7	YES
Los Angeles	6037224410	2244.10	2980	1537	51.6	1867	62.7	YES
Los Angeles	6037190201	1902.01	2789	1438	51.6	1746	62.6	YES
Los Angeles	6037531101	5311.01	5081	1400	27.6	3180	62.6	YES
Los Angeles	6037239320	2393.20	3042	1222	40.2	1902	62.5	YES
Los Angeles	6037218702	2187.02	2562	1403	54.8	1595	62.3	YES
Los Angeles	6037211201	2112.01	2799	962	34.4	1742	62.2	YES
Los Angeles	6037236204	2362.04	3535	1582	44.8	2200	62.2	YES
Los Angeles	6037603704	6037.04	6539	2790	42.7	4068	62.2	YES
Los Angeles	6037134521	1345.21	2496	1410	56.5	1552	62.2	YES
Los Angeles	6037212306	2123.06	3343	1388	41.5	2077	62.1	YES
Los Angeles	6037191410	1914.10	5311	2424	45.6	3297	62.1	YES
Los Angeles	6037531201	5312.01	5387	2120	39.4	3342	62	YES
Los Angeles	6037532304	5323.04	4969	2305	46.4	3082	62	YES
Los Angeles	6037242300	2423.00	4364	1561	35.8	2703	61.9	YES
Los Angeles	6037120106	1201.06	4609	2255	48.9	2854	61.9	YES
Los Angeles	6037542105	5421.05	5267	2215	42.1	3259	61.9	YES
Los Angeles	6037532605	5326.05	3554	1425	40.1	2199	61.9	YES
Los Angeles	6037201200	2012.00	2998	757	25.3	1853	61.8	YES
Los Angeles	6037117510	1175.10	4052	1483	36.6	2504	61.8	YES
Los Angeles	6037576402	5764.02	4811	2220	46.1	2971	61.8	YES
Los Angeles	6037433304	4333.04	4898	1472	30.1	3023	61.7	YES
Los Angeles	6037201503	2015.03	3155	1238	39.2	1947	61.7	YES
Los Angeles	6037433901	4339.01	5710	2509	43.9	3523	61.7	YES
Los Angeles	6037232200	2322.00	3462	1270	36.7	2133	61.6	YES
Los Angeles	6037576403	5764.03	5421	2067	38.1	3339	61.6	YES
Los Angeles	6037242700	2427.00	4636	2107	45.4	2855	61.6	YES
Los Angeles	6037212204	2122.04	3401	1409	41.4	2090	61.5	YES
Los Angeles	6037920026	9200.26	1419	250	17.6	872	61.5	YES
Los Angeles	6037576903	5769.03	4153	2001	48.2	2552	61.4	YES
Los Angeles	6037221401	2214.01	3006	1224	40.7	1847	61.4	YES
Los Angeles	6037191720	1917.20	4350	1604	36.9	2670	61.4	YES
Los Angeles	6037123203	1232.03	3823	1861	48.7	2345	61.3	YES
Los Angeles	6037191203	1912.03	2646	913	34.5	1621	61.3	YES

ATTACHMENT B – STATEMENT OF WORK
EXHIBIT 1 - LIST OF ALLOWABLE CENSUS TRACTS
NEOP PROJECT MEDIA SERVICES – MECHANICALS
MAWO NUMBER PH-002589-W1

Region	FIPS/CT	CT	Total Population	Number <125%FPL in Tract	Percent <125% FPL	Number <185% FPL in Tract	Percent <185% FPL	ACS Eligible ALL RACES <185% FPL
Los Angeles	6037462001	4620.01	5387	2215	41.1	3297	61.2	YES
Los Angeles	6037575402	5754.02	3202	1449	45.3	1959	61.2	YES
Los Angeles	6037199900	1999.00	2609	1128	43.2	1595	61.1	YES
Los Angeles	6037553702	5537.02	4942	1876	38	3018	61.1	YES
Los Angeles	6037600201	6002.01	4415	2061	46.7	2695	61	YES
Los Angeles	6037572500	5725.00	3406	1574	46.2	2078	61	YES
Los Angeles	6037229420	2294.20	4303	1964	45.6	2620	60.9	YES
Los Angeles	6037570203	5702.03	4490	1678	37.4	2726	60.7	YES
Los Angeles	6037203800	2038.00	4588	1762	38.4	2782	60.6	YES
Los Angeles	6037212900	2129.00	3910	1909	48.8	2368	60.6	YES
Los Angeles	6037534803	5348.03	5193	1980	38.1	3145	60.6	YES
Los Angeles	6037218210	2182.10	3725	1473	39.5	2255	60.5	YES
Los Angeles	6037204910	2049.10	2894	979	33.8	1751	60.5	YES
Los Angeles	6037104610	1046.10	3044	1224	40.2	1841	60.5	YES
Los Angeles	6037541500	5415.00	5606	1849	33	3388	60.4	YES
Los Angeles	6037320201	3202.01	4646	1855	39.9	2806	60.4	YES
Los Angeles	6037123205	1232.05	2752	991	36	1662	60.4	YES
Los Angeles	6037241201	2412.01	2517	1163	46.2	1519	60.3	YES
Los Angeles	6037535002	5350.02	3165	1541	48.7	1909	60.3	YES
Los Angeles	6037115302	1153.02	4075	1867	45.8	2457	60.3	YES
Los Angeles	6037531301	5313.01	5927	2488	42	3570	60.2	YES
Los Angeles	6037104500	1045.00	2703	661	24.5	1628	60.2	YES
Los Angeles	6037240600	2406.00	4355	1471	33.8	2622	60.2	YES
Los Angeles	6037203720	2037.20	4446	1749	39.3	2675	60.2	YES
Los Angeles	6037241110	2411.10	2933	1205	41.1	1764	60.1	YES
Los Angeles	6037603005	6030.05	5615	2110	37.6	3375	60.1	YES
Los Angeles	6037575102	5751.02	4494	1606	35.7	2701	60.1	YES
Los Angeles	6037910504	9105.04	4944	2019	40.8	2968	60	YES
Los Angeles	6037402801	4028.01	4721	1772	37.5	2834	60	YES
Los Angeles	6037134520	1345.20	5149	1663	32.3	3081	59.8	YES
Los Angeles	6037237202	2372.02	5010	1233	24.6	2997	59.8	YES
Los Angeles	6037104105	1041.05	5660	2442	43.1	3384	59.8	YES
Los Angeles	6037239310	2393.10	3796	1477	38.9	2265	59.7	YES
Los Angeles	6037573202	5732.02	5266	1963	37.3	3138	59.6	YES
Los Angeles	6037534405	5344.05	4102	1780	43.4	2443	59.6	YES
Los Angeles	6037232300	2323.00	3815	1442	37.8	2271	59.5	YES
Los Angeles	6037229100	2291.00	4020	1359	33.8	2393	59.5	YES
Los Angeles	6037240010	2400.10	3114	1113	35.7	1853	59.5	YES
Los Angeles	6037601900	6019.00	5578	2202	39.5	3319	59.5	YES
Los Angeles	6037534203	5342.03	3618	999	27.6	2147	59.3	YES
Los Angeles	6037192520	1925.20	5289	2209	41.8	3137	59.3	YES

ATTACHMENT B – STATEMENT OF WORK
EXHIBIT 1 - LIST OF ALLOWABLE CENSUS TRACTS
NEOP PROJECT MEDIA SERVICES – MECHANICALS
MAWO NUMBER PH-002589-W1

Region	FIPS/CT	CT	Total Population	Number <125%FPL in Tract	Percent <125% FPL	Number <185% FPL in Tract	Percent <185% FPL	ACS Eligible ALL RACES <185% FPL
Los Angeles	6037204810	2048.10	4153	1629	39.2	2460	59.2	YES
Los Angeles	6037530801	5308.01	6189	2695	43.5	3665	59.2	YES
Los Angeles	6037604001	6040.01	4248	1905	44.8	2515	59.2	YES
Los Angeles	6037207502	2075.02	2279	886	38.9	1348	59.1	YES
Los Angeles	6037533602	5336.02	5305	1851	34.9	3136	59.1	YES
Los Angeles	6037183610	1836.10	4404	1927	43.8	2600	59	YES
Los Angeles	6037573201	5732.01	4964	2368	47.7	2929	59	YES
Los Angeles	6037123204	1232.04	3161	1238	39.2	1865	59	YES
Los Angeles	6037123420	1234.20	4030	1287	31.9	2377	59	YES
Los Angeles	6037503104	5031.04	2588	1090	42.1	1526	59	YES
Los Angeles	6037433401	4334.01	2884	1054	36.5	1698	58.9	YES
Los Angeles	6037461901	4619.01	4975	2178	43.8	2929	58.9	YES
Los Angeles	6037900804	9008.04	3248	1523	46.9	1912	58.9	YES
Los Angeles	6037240300	2403.00	5227	2122	40.6	3074	58.8	YES
Los Angeles	6037602505	6025.05	4165	1261	30.3	2446	58.7	YES
Los Angeles	6037239330	2393.30	3049	1209	39.7	1790	58.7	YES
Los Angeles	6037183810	1838.10	4351	1459	33.5	2554	58.7	YES
Los Angeles	6037242200	2422.00	6708	2963	44.2	3936	58.7	YES
Los Angeles	6037219020	2190.20	4588	1660	36.2	2690	58.6	YES
Los Angeles	6037570603	5706.03	4254	1634	38.4	2489	58.5	YES
Los Angeles	6037402803	4028.03	3133	1052	33.6	1833	58.5	YES
Los Angeles	6037213201	2132.01	3601	1368	38	2106	58.5	YES
Los Angeles	6037294900	2949.00	2415	977	40.5	1411	58.4	YES
Los Angeles	6037218500	2185.00	3278	1138	34.7	1913	58.4	YES
Los Angeles	6037535603	5356.03	3812	1923	50.4	2224	58.3	YES
Los Angeles	6037900104	9001.04	6402	1835	28.7	3733	58.3	YES
Los Angeles	6037232500	2325.00	4295	1684	39.2	2503	58.3	YES
Los Angeles	6037570304	5703.04	4822	1726	35.8	2809	58.3	YES
Los Angeles	6037269602	2696.02	3777	2025	53.6	2200	58.2	YES
Los Angeles	6037294120	2941.20	2793	854	30.6	1626	58.2	YES
Los Angeles	6037535606	5356.06	2055	688	33.5	1196	58.2	YES
Los Angeles	6037183820	1838.20	3495	1202	34.4	2032	58.1	YES
Los Angeles	6037128102	1281.02	4320	1132	26.2	2510	58.1	YES
Los Angeles	6037122122	1221.22	1952	674	34.5	1134	58.1	YES
Los Angeles	6037211921	2119.21	2529	650	25.7	1469	58.1	YES
Los Angeles	6037535501	5355.01	3563	1085	30.5	2068	58	YES
Los Angeles	6037124204	1242.04	2995	985	32.9	1738	58	YES
Los Angeles	6037570403	5704.03	4550	1946	42.8	2640	58	YES
Los Angeles	6037119320	1193.20	3832	1384	36.1	2221	58	YES
Los Angeles	6037482503	4825.03	4203	1761	41.9	2435	57.9	YES
Los Angeles	6037123304	1233.04	4415	1051	23.8	2556	57.9	YES

ATTACHMENT B – STATEMENT OF WORK
EXHIBIT 1 - LIST OF ALLOWABLE CENSUS TRACTS
NEOP PROJECT MEDIA SERVICES – MECHANICALS
MAWO NUMBER PH-002589-W1

Region	FIPS/CT	CT	Total Population	Number <125%FPL in Tract	Percent <125% FPL	Number <185% FPL in Tract	Percent <185% FPL	ACS Eligible ALL RACES <185% FPL
Los Angeles	6037534900	5349.00	6874	2055	29.9	3976	57.8	YES
Los Angeles	6037127102	1271.02	5541	1989	35.9	3198	57.7	YES
Los Angeles	6037190510	1905.10	4021	1418	35.3	2319	57.7	YES
Los Angeles	6037531602	5316.02	4552	1953	42.9	2625	57.7	YES
Los Angeles	6037535503	5355.03	2228	935	42	1282	57.5	YES
Los Angeles	6037241300	2413.00	2164	1000	46.2	1245	57.5	YES
Los Angeles	6037239502	2395.02	2887	776	26.9	1660	57.5	YES
Los Angeles	6037221601	2216.01	3871	1417	36.6	2223	57.4	YES
Los Angeles	6037601801	6018.01	3800	1621	42.7	2182	57.4	YES
Los Angeles	6037195901	1959.01	2325	819	35.2	1335	57.4	YES
Los Angeles	6037572301	5723.01	3616	1382	38.2	2076	57.4	YES
Los Angeles	6037433403	4334.03	5263	1494	28.4	3021	57.4	YES
Los Angeles	6037224320	2243.20	3104	1453	46.8	1781	57.4	YES
Los Angeles	6037232400	2324.00	6788	2875	42.4	3894	57.4	YES
Los Angeles	6037235202	2352.02	4705	1852	39.4	2695	57.3	YES
Los Angeles	6037534202	5342.02	5932	2106	35.5	3396	57.2	YES
Los Angeles	6037600202	6002.02	6307	2450	38.8	3610	57.2	YES
Los Angeles	6037239702	2397.02	3945	1447	36.7	2258	57.2	YES
Los Angeles	6037237101	2371.01	3850	1514	39.3	2201	57.2	YES
Los Angeles	6037236203	2362.03	3263	1150	35.2	1864	57.1	YES
Los Angeles	6037104821	1048.21	3534	1040	29.4	2017	57.1	YES
Los Angeles	6037127606	1276.06	3359	775	23.1	1917	57.1	YES
Los Angeles	6037190902	1909.02	3862	1155	29.9	2204	57.1	YES
Los Angeles	6037199700	1997.00	3302	1098	33.3	1882	57	YES
Los Angeles	6037104203	1042.03	4449	1815	40.8	2534	57	YES
Los Angeles	6037221120	2211.20	3726	1488	39.9	2122	57	YES
Los Angeles	6037241002	2410.02	3654	1431	39.2	2078	56.9	YES
Los Angeles	6037237402	2374.02	3037	966	31.8	1727	56.9	YES
Los Angeles	6037602003	6020.03	4735	1119	23.6	2692	56.9	YES
Los Angeles	6037127910	1279.10	5600	2159	38.6	3177	56.7	YES
Los Angeles	6037240200	2402.00	5310	2153	40.5	3010	56.7	YES
Los Angeles	6037183620	1836.20	3519	1409	40	1993	56.6	YES
Los Angeles	6037535200	5352.00	5954	1911	32.1	3372	56.6	YES
Los Angeles	6037535101	5351.01	7106	2881	40.5	4022	56.6	YES
Los Angeles	6037900609	9006.09	5052	1709	33.8	2858	56.6	YES
Los Angeles	6037542502	5425.02	4115	1516	36.8	2327	56.5	YES
Los Angeles	6037533001	5330.01	3936	1631	41.4	2225	56.5	YES
Los Angeles	6037531603	5316.03	3595	903	25.1	2032	56.5	YES
Los Angeles	6037218900	2189.00	5528	2241	40.5	3122	56.5	YES
Los Angeles	6037920337	9203.37	8575	3009	35.1	4838	56.4	YES
Los Angeles	6037239802	2398.02	4636	1766	38.1	2615	56.4	YES

ATTACHMENT B – STATEMENT OF WORK
EXHIBIT 1 - LIST OF ALLOWABLE CENSUS TRACTS
NEOP PROJECT MEDIA SERVICES – MECHANICALS
MAWO NUMBER PH-002589-W1

Region	FIPS/CT	CT	Total Population	Number <125%FPL in Tract	Percent <125% FPL	Number <185% FPL in Tract	Percent <185% FPL	ACS Eligible ALL RACES <185% FPL
Los Angeles	6037199400	1994.00	4574	1511	33	2580	56.4	YES
Los Angeles	6037542700	5427.00	5386	1374	25.5	3034	56.3	YES
Los Angeles	6037192700	1927.00	3275	1073	32.8	1844	56.3	YES
Los Angeles	6037226002	2260.02	1195	539	45.1	671	56.2	YES
Los Angeles	6037536000	5360.00	4066	1177	28.9	2282	56.1	YES
Los Angeles	6037402902	4029.02	6030	2048	34	3383	56.1	YES
Los Angeles	6037541606	5416.06	2672	923	34.5	1499	56.1	YES
Los Angeles	6037211202	2112.02	2661	1168	43.9	1490	56	YES
Los Angeles	6037575901	5759.01	3168	1132	35.7	1772	55.9	YES
Los Angeles	6037533402	5334.02	3840	968	25.2	2147	55.9	YES
Los Angeles	6037203300	2033.00	1399	464	33.2	782	55.9	YES
Los Angeles	6037601100	6011.00	5835	2489	42.7	3260	55.9	YES
Los Angeles	6037481714	4817.14	2654	1089	41	1481	55.8	YES
Los Angeles	6037900606	9006.06	4071	1367	33.6	2268	55.7	YES
Los Angeles	6037575103	5751.03	5129	2249	43.8	2857	55.7	YES
Los Angeles	6037212620	2126.20	4650	1431	30.8	2588	55.7	YES
Los Angeles	6037408138	4081.38	6072	1593	26.2	3379	55.6	YES
Los Angeles	6037191110	1911.10	3884	1540	39.6	2157	55.5	YES
Los Angeles	6037122410	1224.10	3833	1631	42.6	2128	55.5	YES
Los Angeles	6037203200	2032.00	4725	1965	41.6	2617	55.4	YES
Los Angeles	6037530901	5309.01	3855	1492	38.7	2134	55.4	YES
Los Angeles	6037186401	1864.01	3958	1510	38.2	2191	55.4	YES
Los Angeles	6037533702	5337.02	3565	1231	34.5	1971	55.3	YES
Los Angeles	6037127220	1272.20	5208	1958	37.6	2879	55.3	YES
Los Angeles	6037535001	5350.01	4698	1985	42.3	2597	55.3	YES
Los Angeles	6037535702	5357.02	5279	2322	44	2918	55.3	YES
Los Angeles	6037601202	6012.02	3999	1380	34.5	2206	55.2	YES
Los Angeles	6037601802	6018.02	4311	1456	33.8	2378	55.2	YES
Los Angeles	6037211420	2114.20	3665	1367	37.3	2019	55.1	YES
Los Angeles	6037542602	5426.02	5508	2388	43.4	3033	55.1	YES
Los Angeles	6037302503	3025.03	4067	1549	38.1	2237	55	YES
Los Angeles	6037535300	5353.00	5808	2261	38.9	3190	54.9	YES
Los Angeles	6037553802	5538.02	6454	1796	27.8	3542	54.9	YES
Los Angeles	6037269601	2696.01	3562	1013	28.4	1953	54.8	YES
Los Angeles	6037127400	1274.00	6389	2446	38.3	3502	54.8	YES
Los Angeles	6037232600	2326.00	5933	1624	27.4	3252	54.8	YES
Los Angeles	6037204920	2049.20	2432	999	41.1	1333	54.8	YES
Los Angeles	6037404301	4043.01	5076	2045	40.3	2782	54.8	YES
Los Angeles	6037231600	2316.00	7667	3198	41.7	4200	54.8	YES
Los Angeles	6037408724	4087.24	5286	1910	36.1	2895	54.8	YES
Los Angeles	6037553601	5536.01	5737	1696	29.6	3142	54.8	YES

ATTACHMENT B – STATEMENT OF WORK
EXHIBIT 1 - LIST OF ALLOWABLE CENSUS TRACTS
NEOP PROJECT MEDIA SERVICES – MECHANICALS
MAWO NUMBER PH-002589-W1

Region	FIPS/CT	CT	Total Population	Number <125%FPL in Tract	Percent <125% FPL	Number <185% FPL in Tract	Percent <185% FPL	ACS Eligible ALL RACES <185% FPL
Los Angeles	6037132300	1323.00	6427	2082	32.4	3515	54.7	YES
Los Angeles	6037900704	9007.04	2862	1093	38.2	1565	54.7	YES
Los Angeles	6037241202	2412.02	4752	1732	36.4	2595	54.6	YES
Los Angeles	6037980024	9800.24	88	48	54.5	48	54.5	YES
Los Angeles	6037553902	5539.02	5801	2171	37.4	3164	54.5	YES
Los Angeles	6037191000	1910.00	3077	940	30.5	1678	54.5	YES
Los Angeles	6037601401	6014.01	4672	1728	37	2546	54.5	YES
Los Angeles	6037221210	2212.10	3138	1252	39.9	1710	54.5	YES
Los Angeles	6037576503	5765.03	4056	1507	37.2	2210	54.5	YES
Los Angeles	6037542601	5426.01	2598	709	27.3	1415	54.5	YES
Los Angeles	6037433503	4335.03	3495	942	27	1903	54.4	YES
Los Angeles	6037183520	1835.20	4013	1299	32.4	2183	54.4	YES
Los Angeles	6037106407	1064.07	2503	890	35.6	1361	54.4	YES
Los Angeles	6037120104	1201.04	2640	924	35	1435	54.4	YES
Los Angeles	6037222500	2225.00	5102	1494	29.3	2773	54.4	YES
Los Angeles	6037553801	5538.01	4360	1459	33.5	2368	54.3	YES
Los Angeles	6037533201	5332.01	2619	610	23.3	1420	54.2	YES
Los Angeles	6037533902	5339.02	4023	1280	31.8	2174	54	YES
Los Angeles	6037531202	5312.02	4114	1569	38.1	2223	54	YES
Los Angeles	6037294520	2945.20	3596	1458	40.5	1943	54	YES
Los Angeles	6037576501	5765.01	3131	1158	37	1688	53.9	YES
Los Angeles	6037221402	2214.02	2960	1292	43.6	1595	53.9	YES
Los Angeles	6037104108	1041.08	4965	1694	34.1	2673	53.8	YES
Los Angeles	6037533300	5333.00	3689	1071	29	1986	53.8	YES
Los Angeles	6037120108	1201.08	4409	1625	36.9	2373	53.8	YES
Los Angeles	6037541801	5418.01	4767	1464	30.7	2563	53.8	YES
Los Angeles	6037294610	2946.10	4138	1379	33.3	2224	53.7	YES
Los Angeles	6037534102	5341.02	6523	1925	29.5	3505	53.7	YES
Los Angeles	6037481711	4817.11	4151	1636	39.4	2230	53.7	YES
Los Angeles	6037532500	5325.00	4349	1165	26.8	2336	53.7	YES
Los Angeles	6037542900	5429.00	3720	1348	36.2	1997	53.7	YES
Los Angeles	6037461502	4615.02	5998	1511	25.2	3215	53.6	YES
Los Angeles	6037237300	2373.00	5164	1754	34	2767	53.6	YES
Los Angeles	6037121221	1212.21	2029	388	19.1	1087	53.6	YES
Los Angeles	6037302201	3022.01	3137	1076	34.3	1680	53.6	YES
Los Angeles	6037910601	9106.01	6248	2484	39.8	3345	53.5	YES
Los Angeles	6037576901	5769.01	5594	1970	35.2	2994	53.5	YES
Los Angeles	6037294302	2943.02	5500	1859	33.8	2943	53.5	YES
Los Angeles	6037542104	5421.04	3580	1103	30.8	1915	53.5	YES
Los Angeles	6037296600	2966.00	5460	2010	36.8	2918	53.4	YES
Los Angeles	6037106408	1064.08	3161	1060	33.5	1688	53.4	YES

ATTACHMENT B – STATEMENT OF WORK
EXHIBIT 1 - LIST OF ALLOWABLE CENSUS TRACTS
NEOP PROJECT MEDIA SERVICES – MECHANICALS
MAWO NUMBER PH-002589-W1

Region	FIPS/CT	CT	Total Population	Number <125%FPL in Tract	Percent <125% FPL	Number <185% FPL in Tract	Percent <185% FPL	ACS Eligible ALL RACES <185% FPL
Los Angeles	6037190901	1909.01	4338	1335	30.8	2314	53.3	YES
Los Angeles	6037531504	5315.04	4325	1295	29.9	2306	53.3	YES
Los Angeles	6037534302	5343.02	3906	1146	29.3	2081	53.3	YES
Los Angeles	6037242000	2420.00	3313	1258	38	1765	53.3	YES
Los Angeles	6037236100	2361.00	5097	1613	31.6	2713	53.2	YES
Los Angeles	6037211410	2114.10	3311	882	26.6	1762	53.2	YES
Los Angeles	6037553701	5537.01	4289	1262	29.4	2281	53.2	YES
Los Angeles	6037302504	3025.04	4017	1009	25.1	2135	53.1	YES
Los Angeles	6037122120	1221.20	4606	1336	29	2446	53.1	YES
Los Angeles	6037231400	2314.00	4216	1538	36.5	2238	53.1	YES
Los Angeles	6037900701	9007.01	4943	1992	40.3	2621	53	YES
Los Angeles	6037533105	5331.05	2744	1153	42	1454	53	YES
Los Angeles	6037532604	5326.04	2738	750	27.4	1450	53	YES
Los Angeles	6037500402	5004.02	3911	1072	27.4	2070	52.9	YES
Los Angeles	6037191420	1914.20	3632	1317	36.3	1921	52.9	YES
Los Angeles	6037433402	4334.02	4271	1202	28.1	2258	52.9	YES
Los Angeles	6037405102	4051.02	4989	1416	28.4	2637	52.9	YES
Los Angeles	6037121801	1218.01	3637	1251	34.4	1922	52.8	YES
Los Angeles	6037124103	1241.03	1970	617	31.3	1041	52.8	YES
Los Angeles	6037134001	1340.01	4191	1206	28.8	2208	52.7	YES
Los Angeles	6037134710	1347.10	5013	1927	38.4	2641	52.7	YES
Los Angeles	6037212410	2124.10	4519	1582	35	2377	52.6	YES
Los Angeles	6037533804	5338.04	4203	1112	26.5	2209	52.6	YES
Los Angeles	6037204110	2041.10	2643	1023	38.7	1389	52.6	YES
Los Angeles	6037541605	5416.05	4645	1792	38.6	2439	52.5	YES
Los Angeles	6037602004	6020.04	4096	1234	30.1	2148	52.4	YES
Los Angeles	6037231300	2313.00	4663	1543	33.1	2445	52.4	YES
Los Angeles	6037531502	5315.02	3200	1063	33.2	1677	52.4	YES
Los Angeles	6037570301	5703.01	6838	2000	29.2	3583	52.4	YES
Los Angeles	6037534001	5340.01	5978	1947	32.6	3132	52.4	YES
Los Angeles	6037542200	5422.00	6969	1918	27.5	3650	52.4	YES
Los Angeles	6037462201	4622.01	4167	1340	32.2	2182	52.4	YES
Los Angeles	6037192620	1926.20	3773	1138	30.2	1975	52.3	YES
Los Angeles	6037920336	9203.36	6188	2378	38.4	3239	52.3	YES
Los Angeles	6037552400	5524.00	2570	811	31.6	1345	52.3	YES
Los Angeles	6037571703	5717.03	3488	1365	39.1	1824	52.3	YES
Los Angeles	6037134522	1345.22	4005	1384	34.6	2094	52.3	YES
Los Angeles	6037207900	2079.00	2848	1188	41.7	1489	52.3	YES
Los Angeles	6037402804	4028.04	4130	1172	28.4	2159	52.3	YES
Los Angeles	6037302302	3023.02	5001	1285	25.7	2614	52.3	YES
Los Angeles	6037550000	5500.00	645	161	25	337	52.2	YES

ATTACHMENT B – STATEMENT OF WORK
EXHIBIT 1 - LIST OF ALLOWABLE CENSUS TRACTS
NEOP PROJECT MEDIA SERVICES – MECHANICALS
MAWO NUMBER PH-002589-W1

Region	FIPS/CT	CT	Total Population	Number <125%FPL in Tract	Percent <125% FPL	Number <185% FPL in Tract	Percent <185% FPL	ACS Eligible ALL RACES <185% FPL
Los Angeles	6037462002	4620.02	3510	1320	37.6	1833	52.2	YES
Los Angeles	6037530902	5309.02	3939	1657	42.1	2056	52.2	YES
Los Angeles	6037532603	5326.03	3418	1389	40.6	1784	52.2	YES
Los Angeles	6037900103	9001.03	6350	2541	40	3313	52.2	YES
Los Angeles	6037407200	4072.00	7223	1242	17.2	3763	52.1	YES
Los Angeles	6037207710	2077.10	1685	715	42.4	876	52	YES
Los Angeles	6037541603	5416.03	2702	934	34.6	1403	51.9	YES
Los Angeles	6037218600	2186.00	3378	1387	41.1	1754	51.9	YES
Los Angeles	6037531702	5317.02	4302	1144	26.6	2233	51.9	YES
Los Angeles	6037603801	6038.01	4717	1162	24.6	2441	51.7	YES
Los Angeles	6037104201	1042.01	4336	1536	35.4	2238	51.6	YES
Los Angeles	6037404901	4049.01	5991	1922	32.1	3092	51.6	YES
Los Angeles	6037101210	1012.10	6786	2295	33.8	3498	51.5	YES
Los Angeles	6037208402	2084.02	2935	884	30.1	1512	51.5	YES
Los Angeles	6037203710	2037.10	3448	1238	35.9	1776	51.5	YES
Los Angeles	6037302505	3025.05	3668	1649	45	1887	51.4	YES
Los Angeles	6037533107	5331.07	3415	948	27.8	1755	51.4	YES
Los Angeles	6037235201	2352.01	2485	1067	42.9	1276	51.3	YES
Los Angeles	6037117530	1175.30	5382	1908	35.5	2760	51.3	YES
Los Angeles	6037535102	5351.02	3985	1396	35	2043	51.3	YES
Los Angeles	6037199800	1998.00	5815	2180	37.5	2978	51.2	YES
Los Angeles	6037191820	1918.20	2813	941	33.5	1440	51.2	YES
Los Angeles	6037120103	1201.03	3266	1074	32.9	1671	51.2	YES
Los Angeles	6037404702	4047.02	6138	1986	32.4	3140	51.2	YES
Los Angeles	6037482304	4823.04	3847	901	23.4	1966	51.1	YES
Los Angeles	6037104810	1048.10	4618	1326	28.7	2359	51.1	YES
Los Angeles	6037296500	2965.00	4280	1687	39.4	2186	51.1	YES
Los Angeles	6037432402	4324.02	5314	2012	37.9	2714	51.1	YES
Los Angeles	6037535605	5356.05	4210	1436	34.1	2148	51	YES
Los Angeles	6037195802	1958.02	2424	540	22.3	1236	51	YES
Los Angeles	6037540901	5409.01	5048	1972	39.1	2572	51	YES
Los Angeles	6037600602	6006.02	2632	1216	46.2	1341	50.9	YES
Los Angeles	6037554302	5543.02	3999	1334	33.4	2037	50.9	YES
Los Angeles	6037900607	9006.07	4547	1451	31.9	2316	50.9	YES
Los Angeles	6037104620	1046.20	3017	694	23	1534	50.8	YES
Los Angeles	6037402303	4023.03	4046	1964	48.5	2057	50.8	YES
Los Angeles	6037222100	2221.00	3626	1283	35.4	1841	50.8	YES
Los Angeles	6037213402	2134.02	4921	1234	25.1	2498	50.8	YES
Los Angeles	6037533502	5335.02	2628	493	18.8	1334	50.8	YES
Los Angeles	6037104703	1047.03	2512	684	27.2	1273	50.7	YES
Los Angeles	6037218800	2188.00	2647	811	30.6	1341	50.7	YES

ATTACHMENT B – STATEMENT OF WORK
EXHIBIT 1 - LIST OF ALLOWABLE CENSUS TRACTS
NEOP PROJECT MEDIA SERVICES – MECHANICALS
MAWO NUMBER PH-002589-W1

Region	FIPS/CT	CT	Total Population	Number <125%FPL in Tract	Percent <125% FPL	Number <185% FPL in Tract	Percent <185% FPL	ACS Eligible ALL RACES <185% FPL
Los Angeles	6037900102	9001.02	991	263	26.5	501	50.6	YES
Los Angeles	6037211922	2119.22	3928	1136	28.9	1985	50.5	YES
Los Angeles	6037534700	5347.00	4137	873	21.1	2090	50.5	YES
Los Angeles	6037601502	6015.02	3284	1366	41.6	1659	50.5	YES
Los Angeles	6037543201	5432.01	3880	1558	40.2	1960	50.5	YES
Los Angeles	6037531901	5319.01	6016	2077	34.5	3039	50.5	YES
Los Angeles	6037542103	5421.03	3092	754	24.4	1561	50.5	YES
Los Angeles	6037218300	2183.00	5810	2117	36.4	2933	50.5	YES
Los Angeles	6037234501	2345.01	2582	926	35.9	1303	50.5	YES
Los Angeles	6037402403	4024.03	4592	1143	24.9	2317	50.5	YES
Los Angeles	6037127104	1271.04	3742	1609	43	1888	50.5	YES
Los Angeles	6037199202	1992.02	2373	972	41	1196	50.4	YES
Los Angeles	6037237710	2377.10	4378	1354	30.9	2201	50.3	YES
Los Angeles	6037900705	9007.05	5079	1875	36.9	2549	50.2	YES
Los Angeles	6037533901	5339.01	5746	2076	36.1	2882	50.2	YES
Los Angeles	6037127210	1272.10	5258	1682	32	2637	50.2	YES
Los Angeles	6037530302	5303.02	6548	2036	31.1	3283	50.1	YES
Los Angeles	6037572900	5729.00	6168	2022	32.8	3091	50.1	YES
Los Angeles	6037532101	5321.01	6444	2238	34.7	3228	50.1	YES
Los Angeles	6037532200	5322.00	6820	2093	30.7	3415	50.1	YES

CT: Census Tract

FIPS: Federal Information Processing Standard

FPL: Federal Poverty Level

NEOP PROJECT MEDIA SERVICES – MECHANICALS
MAWO NUMBER PH-002589-W1
ATTACHMENT C – BUDGET

CONTRACTOR:		RADIOWAVE MARKETING AND PRODUCTIONS LLC		
Media Outlet	Time Period (# of weeks running)	# of Units	Estimated Cost per Unit	Total Cost
CATEGORY: MEDIA BUYS				
LINE ITEM 1: OUTDOOR [Van Wagner Outdoor/Clear Channel Outdoor]:				
1A: Billboards/Bulletins				
Billboards/Bulletins- 14'H x 48"W	Upon Board Approval through September 30, 2014	20	\$ 6,381	\$ 127,620
1B: Bus Shelters				
Bus Shelters- 70"H x 48"W	Upon Board Approval through September 30, 2014	300	\$ 956	\$ 286,800
LINE ITEM 2: SPANISH RADIO STATION 1 [KTNQ-AM]:				
2A: Radio Ad				
60 Second Radio Ad	Upon Board Approval through September 30, 2014	704	\$ 62	\$ 43,658
LINE ITEM 3: SPANISH RADIO STATION 2 [KSSE-FM]:				
3A: Radio AD				
60 Second Radio Ad	Upon Board Approval through September 30, 2014	214	\$ 120	\$ 25,680
LINE ITEM 4: SPANISH RADIO STATION 3 [KRCD-FM]:				
4A: Radio Ad				
60 Second Radio Ad	Upon Board Approval through September 30, 2014	700	\$ 160	\$ 112,000
4B: Web Banner Ad				
Web Banner Ad – 728 x 68	Upon Board Approval through September 30, 2014	150,000 Impressions	\$ 1,500	\$ 1,500
LINE ITEM 5: ENGLISH RADIO STATION 1 [KDAY-FM]:				
5A: Radio Ad				
60 Second Radio Ad	Upon Board Approval through September 30, 2014	270	\$ 91	\$ 24,570
5B: Web Banner Ad				
Web Banner Ad – 728 x 68	Upon Board Approval through September 30, 2014	50,000 Impressions	\$ 0	\$ 0
LINE ITEM 6: ENGLISH RADIO STATION 2 [KJLH-FM]:				
6A: Radio Ad				
60 Second Radio Ad	Upon Board Approval through September 30, 2014	152	\$ 129	\$ 19,608
6B: Web Ad				
Web Banner Ad – 300 x 250	Upon Board Approval through September 30, 2014	150,000 Impressions	\$ 2,250	\$ 2,250

NEOP PROJECT MEDIA SERVICES – MECHANICALS
MAWO NUMBER PH-002589-W1
ATTACHMENT C – BUDGET

Media Outlet	Time Period (# of weeks running)	# of Units	Estimated Cost per Unit	Total Cost
LINE ITEM 7: ENGLISH RADIO STATION 3 [KHHT-FM]:				
7A: Radio Ad				
60 Second Radio Ad	Upon Board Approval through September 30, 2014	130	\$ 202	\$ 26,260
7B: Web Pencil Ad				
Web Pencil Ad- 818 x 275	Upon Board Approval through September 30, 2014	50,000 Impressions	\$ 1,600	\$ 1,600
LINE ITEM 8: ENGLISH TELEVISION STATION [KDOC-TV]:				
8A: TV Ad				
30 Second TV Ad	Upon Board Approval through September 30, 2014	415	\$ 203	\$ 84,245
8B: Web Banner				
Web Banner Ad – 300 x 250	Upon Board Approval through September 30, 2014	1,500,000 Impressions	\$ 1,500	\$ 1,500
LINE ITEM 9: SPANISH TELEVISION STATION [KRCA-TV]:				
9A: TV Ad				
30 Second TV Ad	Upon Board Approval through September 30, 2014	755	\$ 380	\$ 286,900
9B: Web Banner Ad				
Web Banner Ad – 300 x 250	Upon Board Approval through September 30, 2014	1,500,000 Impressions	\$ 0	\$ 0
TOTAL BUDGET:				\$ 1,044,191